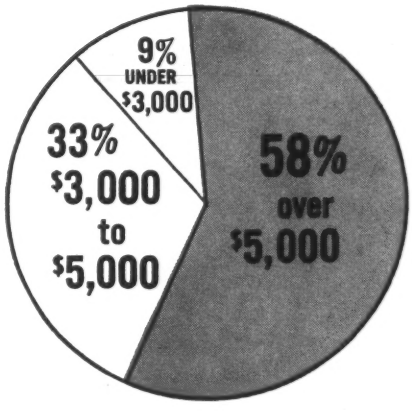
FEBRUARY 28, 1955 35c PER COPY

BROADCASTING TELECASTING

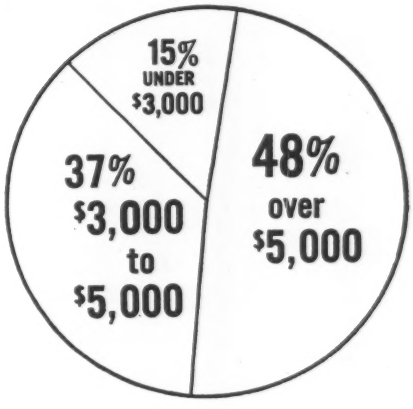
B•T EXCLUSIVE
RECORDED INTERVIEW WITH NBC PRESIDENT PAT WEAVER
Pages 35-46

PRESTIGE?

58% of W-I-T-H's audience have incomes of $5,000 or more!



W-I-T-H's audience
by income groups



Audience of Network Station A
by income groups

Just about everybody in the business knows that WITH has the biggest listening audience in Baltimore City and Baltimore County. They know, too, that WITH provides the lowest cost-per-thousand listeners of any station in town.

But there's a lot of talk about the quality of this audience. The A. C. Nielsen Company has recently made a survey which shows the composition of the listening audience for WITH and one other Baltimore station. The other station is a powerful network outlet.

The upper group—families with incomes of $5,000 a year or more—make up 58% of the total WITH audience. Only 48% of the network's audience is in this group. In the middle group—incomes from 3 to 5 thousand dollars a year—WITH has 33%, the network 37%. In the lower group—under $3,000 a year—WITH has 9%, the network 15%.

So don't worry about "prestige" when you're buying radio time in Baltimore. WITH gives you all the "prestige" you need. Ask your Forjoe man!

—in Baltimore

WITH

TOM TINSLEY, *President*

REPRESENTED BY FORJOE & CO.

THE PROCTER & GAMBLE CO.

Traditionally in the Public Confidence . . .

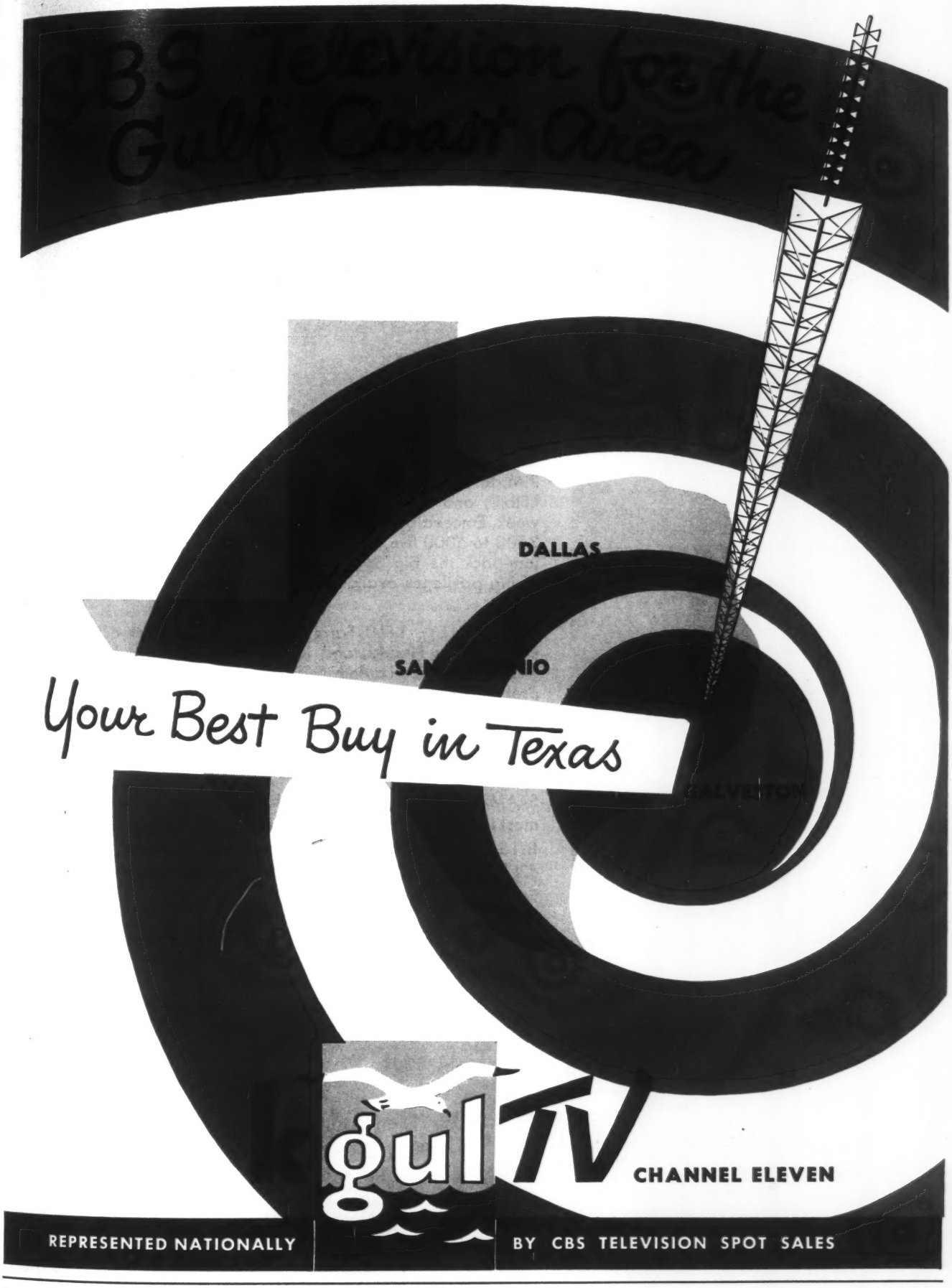
Consumer confidence in Ivory Soap is wide-range . . . from Mothers who choose Ivory for baby skin care to that of Doctors who recommend Ivory more than any other soap. Confidence of advertisers in the Havens & Martin, Inc., Stations, is equally wide-range . . . from drug products to gasolines . . . from soups to automobiles. Big and small, advertisers use WMBG-AM, WCOD-FM and WTVR-TV, because Havens & Martin experience and program pioneering have earned a loyal and responsive audience in one of the South's richest areas. Join with confidence the growing list of advertisers using the First Stations of Virginia–Richmond's only complete broadcasting institution.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

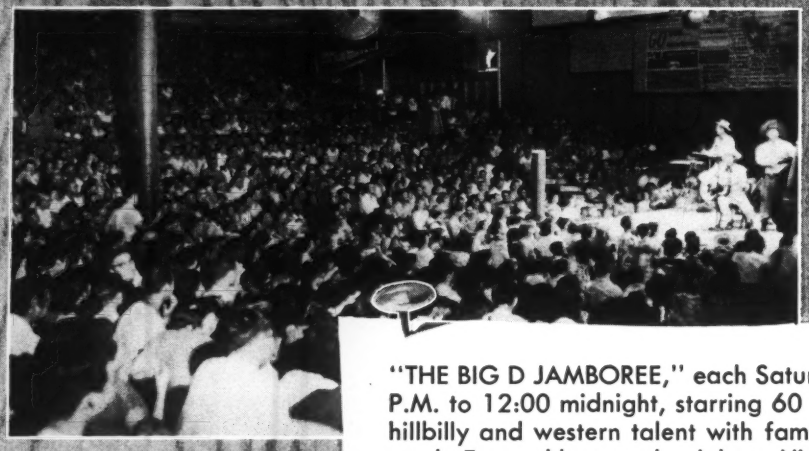
WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.


CBS Television for the Gulf Coast Area
DALLAS
Your Best Buy in Texas
gul TV
CHANNEL ELEVEN
REPRESENTED NATIONALLY
BY CBS TELEVISION SPOT SALES

GEARED TO THE BIG RURAL MARKET

BIG "D" JAMBOREE

A. B. Jolley-Stamps Quartet



From early Monday until 12:00 midnight Saturday, and Sunday, too, the GREAT FARM MARKET of North Texas and Southern Oklahoma is tuned to

KRLD

Big name national advertisers are using these proved, established primarily rural programs with gratifying success. Write KRLD, or ask the Branham man for complete details.

"THE BIG D JAMBOREE," each Saturday night from 8:30 P.M. to 12:00 midnight, starring 60 of the nation's finest hillbilly and western talent with famous guest stars each week. Emceed by popular Johnny Hicks and John Harper. 3500 to 5000 live, paid audience from hundreds of miles jam-pack the big Sportatorium. Extraordinary merchandising privileges available to advertisers.

A. B. JOLLEY: KRLD Farm Director, Farm Editor of the Dallas Times Herald, and former Dallas County Agent, widely recognized authority on farm, livestock and poultry problems, broadcasts accurate, dependable information and expert help each Monday through Friday 6:45-7:00 a.m.; 12:00-12:15 Noon and every Saturday 6:30-7:00 a.m.

STAMPS QUARTET: The Southwest's best known and most listened-to Religious Singing Group fills the airwaves: 8:15-8:40 and 10:30-11:00 p.m. each Sunday; 6:00-6:15 a.m. and 12:30-12:45 Noon each Monday through Friday on KRLD.

TELL AND SELL the Southwest's Largest Rural Market with "Radio-Active" KRLD . . . Sponsorship information furnished immediately upon request.

KRLD 50,000 Watts

EXCLUSIVE OUTLET FOR CBS NETWORK SHOWS IN DALLAS AND FT. WORTH

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

John W. Runyon, *Chairman of the Board*
Clyde W. Rembert, *President*

OWNED AND OPERATED BY KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE DALLAS TIMES HERALD STATIONS
Exclusive Representatives: THE BRANHAM COMPANY

closed circuit®

TAKE IT OR LEAVE IT • One inside report on why San Francisco was selected by GOP for 1956 convention goes this way: Ike, at appropriate time, will announce he won't run again, to retire to his new Gettysburg farm. He will anoint Chief Justice Warren as his choice (Warren began his career in San Francisco Bay area). Nixon, for geographical reasons, obviously would be dropped for No. 2 spot, with likelihood that Sen. Dirksen (R-Ill.), representing rightwing Republicans, would get vice presidential nod.

B•T

WITH bars down on multiple-ownership limit by virtue of Storer Broadcasting Co. victory in Court of Appeals for D. C. (story, page 27), several firms reportedly plan immediately to undertake negotiations for new acquisitions, notably in tv. If concentration in same area and overlap of coverage are avoided, lawyers feel FCC is duty-bound to approve transfers, barring appeal to Supreme Court, and stay of mandate so that present five vhf station limit (plus two uhf) would stand pending litigation.

B•T

McCONNAUGHEY OUTLOOK • Despite rough examination by Senate Commerce Committee last Wednesday, odds are heavily in favor of confirmation of George C. McConnaughey as FCC chairman. Committee is expected to act sometime this week, although hearing record was kept open.

B•T

ADVERTISING Research Foundation executives express surprise over apparent lack of interest by broadcasters in its "Recommended Standards for Radio and Television Program Audience Size Measurements" [B•T, Dec. 27]. Many agencies and advertisers, not members of ARF, it's reported, have purchased copies (at $3 each), as have networks. But at last count only one radio station and no tv station had ordered report.

B•T

ADDED DUTIES • Title of vice president in charge of radio network drops from NBC executive roster tomorrow (Tuesday) with resignation of Wm. H. Fineshriber from that post and responsibility for radio network direction assumed by Robert W. Sarnoff, executive vice president [B•T, Feb. 21]. Likelihood appears that large part of accompanying management responsibilities will be picked up by Charles R. Denny, vice president in charge of owned stations and spot sales, and/or Tom McFadden, spot sales vice president.

B•T

OFF FOR month's tour of Caribbean with his wife, Mr. Fineshriber is pondering at least two offers. He's expected to make his decision sometime in April.

FRIEDA'S NEW PROJECT • Lady Comr. Frieda B. Hennock was hard at work last week on chapter and verse blasts against "Plotkin Memorandum" and "Jones Progress Report" in response to request of Chairman Magnuson (D-Wash.) for comments from FCC. Her voluminous document takes issue with both reports and, according to responsible source, "tells networks where to get off." FCC meets this week to draft response to Magnuson request for comments.

B•T

FCC expected to be given extra time beyond March 3 deadline to make preliminary report to Senate Commerce Committee on suggestions in Plotkin Memorandum. Committee Chairman Warren Magnuson (D-Wash.) has repeated he doesn't want to pin FCC down to "deadline" and thinks Commission might want to incorporate similar report on Jones proposals and comments before hearing planned by committee. Justice Dept., also under committee mandate to make early report, will not have this same leeway (about two weeks), Sen. Magnuson said.

B•T

SELECTIVE DE-INTERMIXTURE • Active consideration will be given by FCC to "selective de-intermixture" on case-by-case basis, as proposed in "Plotkin Memorandum" and endorsed by FCC Chairman George C. McConnaughey in his confirmation testimony before Senate Interstate Commerce Committee last week. It may work either way—dropping out of uhf assignments to make market exclusively vhf, or eliminating unused or uncommitted vhf assignments to make market all-uhf. FCC's moving cautiously in authorizing additional vhf stations feeling it's compelled to do so because of network disposition to switch to v's from u's whenever available.

B•T

LOU POLLER, who acquired facilities of WOKY-TV Milwaukee (ch. 25) in parlay whereby CBS purchased ch. 19 facility (now WXIX-TV) for $554,000, is asking FCC for permission to suspend WOKY-TV for six months. This, he is advising FCC, will give him chance to "appraise market and business conditions." Meanwhile, Poller, who also sold WCAN-AM for $250,000 [B•T, Jan. 31] is moving from Milwaukee to Washington, D. C. He owns 51% interest in WARL Arlington, Va. (Washington suburb), but presumably will dispose of that also to his brother-in-law and part owner, Cy Blumenthal.

B•T

NCAA COMPROMISE? • Report circulating in Chicago that NCAA Tv Committee has evolved national-regional football telecast plan to appease Big Ten and Pacific Coast conferences. It's understood that during 13-week schedule, two groups would televise certain games regionally on five Saturdays. NCAA spokesman described 1955 plan as "hodgepodge . . . a little of this and a little of that." It's conceded that plan (to be announced Thursday) will be more liberal than last year's.

B•T

THE 1955 football tv plan, while designed as compromise, may satisfy everybody but U. of Notre Dame, which favors unlimited tv. University may televise some of its home games through its WNDU-TV, which begins operation about July 15. Ed (Moose) Krause, N. D. athletic director, told B•T it will depend on policy NCAA evolves.

B•T

KOBAK'S EQUAL ACCESS • When hearing date is set by Senate Commerce Committee on network-tv investigation, right to broadcast proceedings (both for radio and tv) will be sought through NARTB's Freedom of Information Committee by its chairman, Edgar Kobak. Whether proceedings actually will be broadcast will depend upon audience interest appraisal by networks, but Mr. Kobak feels broadcasters must seek equal access on legislative proceedings which affect very life blood of media.

B•T

UNUSUAL TWIST in 1955 baseball radio-tv coverage picture is planned by two breweries—Anheuser-Busch Inc. (Budweiser) for St. Louis Cardinals, and Miller Brewing Co. for Milwaukee Braves. Budweiser plans to open up to stations for local sponsorship half of all games on 90-station regional radio network and WTVI (TV) Belleville, Ill. KMOX St. Louis signed to carry games locally. Miller will drop its participating spot setup for all Wisconsin stations carrying Braves, having bought exclusive sponsorship in state. It's understood Miller was displeased with '54 participation plan.

B•T

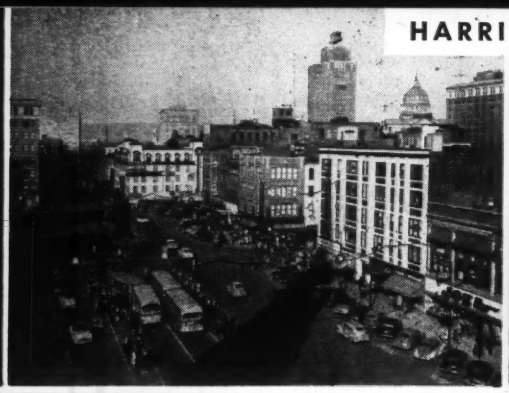
ANTI-TELEPHONITIS • Top executives at advertising agencies located on New York's East Side have been cautious users of telephone past fortnight, since far-ranging wire-tap scandal broke. Telephone exchanges already announced as wire-tapped served some agencies.

B•T

REPORTS circulated last week that AT&T was "offering" transatlantic tv service to be available possibly by end of year, certainly in time for 1956 presidential elections, using (1) microwave to Nova Scotia, (2) submarine cable to Great Britain, and (3) microwave thence to London. AT&T spokesmen promptly denied, ticking off that (1) transatlantic cable won't be completed until late 1956, maybe 1957, (2) when completed it won't be capable of carrying tv, and (3) AT&T has no present timetable for laying tv-equipped cable.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

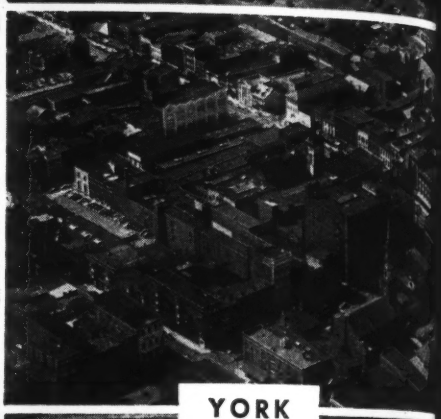
bird's-eye views of a $5,000,000,000 prospect for you



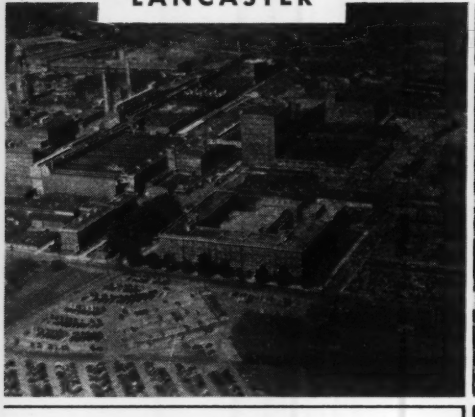
HARRISBURG

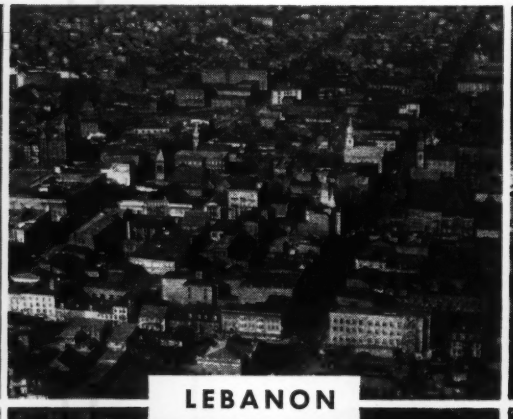
LANCASTER

These five important metropolitan areas *plus* countless industrially rich cities and towns make this vast WGAL-TV market area a multi-billionaire prospect for your advertising dollar. Use WGAL-TV to reach three and a quarter million people with an effective buying income of $5 billion. Share in the almost $3 billion they spend for retail goods annually.

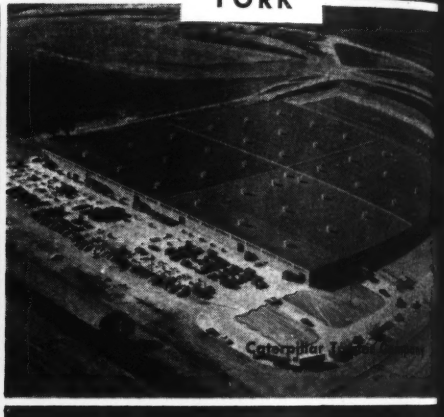


YORK





LEBANON



Channel 8—Mighty Market Place

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mt. Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

WGAL-TV

Lancaster, Pa.

NBC • CBS • DuMont

STEINMAN STATION

Clair McCollough, Pres.

Representatives

MEEKER TV, Inc.

New York Chicago

Los Angeles San Francisco

READING

at deadline

Ted Cott, Operating V.P. Of NBC Radio, Resigns Post

TED COTT, operating vice president of NBC Radio network and key figure in exploitation, promotion and merchandising of NBC properties and activities, has resigned, effective March 1, NBC announced last Friday.

His resignation completes departure of two top operating heads of NBC Radio network for past year-and-half, William H. Fineshriber Jr. having resigned 10 days ago, also effective tomorrow, as vice president in charge of radio network [B•T, Feb. 21].

Mr. Cott has been with NBC since April 1950, when he resigned as vice president in charge of programming for WNEW New York to become general manager of NBC-owned WNBC-AM-FM and WNBT (TV) New York (now WRCA-AM-FM-TV). He was elected vice president in March 1952. With separation of some of radio and tv functions of NBC networks in July 1953 he was named operating vice president of radio network, under Mr. Fineshriber. Additional duties in exploiting talent and program subsidiary rights were given him in March 1954.

Senate Juvenile Group Plans Tv Impact Hearings

SENATE Juvenile Delinquency Subcommittee has placed at top of its list investigation of impact on children of television horror and violence shows and movies, Sen. Estes Kefauver (D-Tenn.), chairman, said Friday.

Subcommittee is slated to release special report on tv programming, but is withholding report until additional hearings are held, Sen. Kefauver has said. Senate group probably will not hold hearings until April, James H. Bobo, chief counsel, indicated Friday. Subcommittee has asked Senate for $154,000 for its investigations for period ending Jan. 31, 1956 (see story, page 80).

Mr. Bobo said juvenile delinquency group expects to retain "someone familiar with motion picture and television broadcasting industries" on consultant basis to help conduct probe.

Kefauver statement was made at organizational meeting of National Conference on Juvenile Delinquency.

Media Work Decentralized By Biow-Beirn-Toigo Agency

BIOW-BEIRN-TOIGO Inc. has decentralized agency's media work and placed it in closer liaison with creative groups responsible for various accounts, F. Kenneth Beirn, president, announced Friday.

He also announced appointment of Louis Berger as vice president and director of marketing and John Kucera as vice president in charge of all timebuying activities. Mr. Berger will coordinate agency-wide problems of media and research groups and Mr. Kucera will work with all media groups and all account groups on timebuying. Function of overall director of media will be abolished.

Walter Smith, vice president and director of media, has resigned to become vice president and account supervisor at William Esty Co., New York.

BISHOP'S ROSE

HAZEL BISHOP will celebrate its fifth birthday with all-out campaign, spending over $1 million promoting its new lipstick shade, "Red Rose." Shade will be exploited on all Bishop's television programs. Merchandising and promotional tie-ins have been worked out whereby Roses Inc., National Rose Trade Assn., is scheduled to name red rose official national flower; Cohama Fabrics is using number of "Red Rose" fabrics; Everlast Fabrics has prepared new rose designs; huge rose festival on trade and consumer level is in works, and leading designers are ready with new rose red fashions.

Doeskin Says Housewives 'Are Returning to Radio'

DOESKIN PRODUCTS Inc. (paper specialties) believes housewives "are returning to the radio for information and entertainment," according to Emanuel Katz, Doeskin president. Firm is switching advertising emphasis from tv to radio and newspapers, beginning April 4. He said change reflects company's belief that housewives are "sticking to their household chores" and thus "more or less passing up extensive morning video shows."

Firm will sponsor *Dr. Norman Vincent Peale* on 199 NBC Radio stations (Mon.-Fri., 10:05-10:15 a.m.). It will drop once-a-week participation on CBS-TV *Robert Q. Lewis Show* in 60 markets. Agency is Grey Adv., New York.

Doeskin said radio series gives it over three times number of market areas that can be reached via tv.

Sen. Butler Offers Bill For Radio-Tv Libel Relief

RADIO and tv stations would be exempted from libel action for statements made by political candidates under provisions of bill (S 1208) introduced Friday by Sen. John M. Butler (R-Md.), member of Senate Commerce Committee. Bill would amend Communications Act.

"Legislation of this type has long been needed," Sen. Butler said in statement, adding, "present law places the radio and television industry at a distinct disadvantage. In effect, it also places the broadcasters in the unpleasant and un-American role of censor. They are not qualified to censor political broadcasts."

Under Butler bill station would be free of liability for statements by "legally qualified candidate for public office" unless station participates "willfully, knowingly and with intent to defame."

Sen. Butler said candidates should be willing to assume responsibility, and added that in past, "when broadcasters in attempting to carry out the provisions of law have interfered with what a candidate wanted to say they have frequently caused ill-feeling and been unfairly accused of political favoritism."

Even though broadcasters have been in complete disagreement with what candidate had to say, "they have been hailed into court as co-defendants," Sen. Butler said, adding, "My measure seeks to correct these injustices."

MAGNUSON'S 25TH

SEN. WARREN G. MAGNUSON (D-Wash.), chairman of Senate Commerce Committee, last Friday night was honored on occasion of his 25th year in public service at testimonial dinner given by Democratic members of Washington State Legislature at Olympia. Sen. Magnuson began in 1931 as assistant prosecuting attorney of King County (Seattle), served term in legislature, term as King prosecuting attorney, went to Congress in 1936, served four terms and went to Senate in 1944.

• BUSINESS BRIEFLY

FORD SPOT DRIVE • Ford Dealers, through J. Walter Thompson Co., N. Y., placing radio-tv spot announcement campaign for two weeks beginning in March, with different starting dates in each district. Areas to be covered will be based on Ford district plan, probably about 20 or 25 markets.

GLAMORENE SPOTS • Glamorene Inc. (rug cleaner), through Hicks & Greist, N. Y., placing radio spot announcement campaign in number of markets, effective April 11 for eight weeks.

CHRYSLER TO DECIDE • Chrysler executives this week mulling future of Chrysler sponsorship of CBS-TV hour-long *Shower of Stars* color extravaganzas, with final decisions expected in near future.

DELANEY SPOTS • Delaney Frozen Foods planning to start radio spot announcement campaign in half-dozen markets early in March. Erwin, Wasey & Co., N. Y., is agency.

New AT&T Tv Links Cut Remote Area Costs

OFF-AIR interconnection service for tv stations in remote areas—at charges possibly half that of direct common carrier interconnection —are ready to be offered, AT&T informed FCC Friday.

Company would install relay facilities between nearest interconnected network station and customer station, with charges to be determined on individual basis, AT&T said, and with customer making arrangements with station and network whose signals are picked up. Service would be lower grade than that provided by direct interconnection, Bell company pointed out, through elimination of direct control of signal, of monitoring and of supervision, and reduction of some equipment features. Channels, for both video and audio and monochrome and color, will be furnished fulltime, with initial minimum contract three years, AT&T said.

AT&T Long Lines Dept. estimated charges involving distances of about 100-125 miles between two stations will average about half those for direct interconnection, but warned that differences will vary "substantially," with greatest savings for longer hauls.

as Beloved...
as the Easter Bunny

He's Milky, Twin Pines Farm Dairy's Magic Clown! And Detroit boys and girls say his name with the same excitement as "Easter Bunny" or "Santa Claus." Milky has delighted youngsters for two hours every Saturday afternoon for more than 4 years on WJBK-TV, with Pulse and ARB ratings (January, 1955) of over 21.0.

AND THE RESULTS HAVE BEEN SALES MAGIC, TOO! WE AT WJBK-TV ARE MIGHTY PROUD OF THE BIG PART WE'VE PLAYED IN TWIN PINES' TREMENDOUS INCREASE IN SALES DURING THIS PERIOD . . . AN INCREASE OF OVER 200%.

Success stories like this prove the potency of WJBK-TV's Channel 2, with top CBS and local programming, 1,057-foot tower and far-reaching 100,000 watt maximum power. We'd like the opportunity to perform the same job for your product, too.

WJBK-TV
DETROIT

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7697

at deadline

Satellite Station Plan Receives Further Support

LOW-POWER tv proposal of FCC received further support in comments filed Friday by Crosley Broadcasting Corp.; ch. 2 KREM-TV Spokane, Wash.; ch. 5 KFXJ-TV Grand Junction, Colo.; ch. 34 WILK-TV Wilkes-Barre, Pa.; WABR Winter Park, Fla., and Montana U. Proposal would allow minimum 100 w from any antenna height in cities under 50,000 pop. and would allow satellites. Deadline for comments has been extended to April 1 (story page 76).

Crosley feels satellite bids should be considered on case-by-case and area-by-area basis. KREM-TV does not oppose, provided additional tv rule waivers are not allowed, especially multiple ownership or duopoly bans. KFXJ-TV wants population requirement lowered to 25,000. Megawatt WILK-TV does not oppose, but fears possible abuses as major market stations expand to secondary areas through low power outlets. Montana U. believes low power change will enable educational tv at one-half present cost.

KOB Loses Third Appeal From New Mexico School Tax

APPEAL may be taken by KOB-AM-TV Albuquerque from New Mexico Supreme Court ruling that radio stations must pay state school taxes on intrastate business. This is third such ruling in half-dozen years. Station is fighting payment of school taxes on advertising revenue. It has been paying taxes under protest. On three occasions it has won case in local court, losing Bureau of Revenue appeals.

KOB has contended part of its business cannot be declared intrastate when stations are regulated by government as interstate business, with federal law forbidding state from placing burden on interstate commerce. New Mexico Broadcasters Assn. and NARTB expected to consider participation in appeal proceedings.

WNDU-TV to Open July 15

WNDU-TV South Bend, Ind., granted to U. of Notre Dame, has set July 15 as target date for start of operation, Bernard Barth, vice president and general manager of Michiana Corp., reported Friday. Ground-breaking ceremonies for studio and office facilities took place on university campus early last week. Station is NBC affiliate and will operate on uhf ch. 46 with 12.5 kw transmitter and 538-ft. tower. WNDU-TV will be represented nationally by Meeker Tv Inc., according to Mr. Barth. William (Tom) Hamilton, former CBS sales executive, is sales manager and George Smith chief engineer. Cost of station placed at $750,000.

New Jersey Daytimer Sought

BID for 1 kw day on 540 kc at Ridgewood, N. J., filed with FCC Friday by S. Richard Stern and Jimmey Stern, New York public relations consultants, with request application be consolidated in April 28 hearing on 540 kc bids of Great South Bay Bcstg. Co., operator WRBS (FM) Bay Shore, N. Y., and George V. Spohrer, Syosset, N. Y.

SALUTE BY HOPE

SALUTE to radio industry will be given by Bob Hope and guest star David Niven on *Bob Hope Radio Show* March 3 on NBC Radio. Pair also will give their version of "Magic Wireless" from infancy to present time, with satires of commercials, disc m.c.'s, daytime serials and mystery shows.

Senate Group to Consider Station Ownership Ruling

SENATE Commerce Committee will take up U. S. Circuit Court of Appeals ruling eliminating numerical limitation on station ownership by single person (see early story page 27), Committee Chairman Warren G. Magnuson (D-Wash.) said Friday. He said decision "poses a grave question as to the adequacy of the Communications Act to prevent monopoly."

FCC Comr. Frieda B. Hennock said she favored appeal of decision to Supreme Court. She said ruling encourages monopoly, and that repealed section did not go far enough. She favors limiting single ownership to three tvs.

Curtis Drops New Tv Weekly

SUSPENSION of *Tv Program Week*, program listings and tv articles publication for consumers, announced by Curtis Circulation Co., subsidiary of Curtis Pub. Co. Announcement said two-month-old periodical would be discontinued, as of latest issue last week, "until further notice," and attributed move to "unexpected complications" with respect to production costs.

Clear Channel Rule Hit

PROTEST by Clear Channel Broadcasting Service against FCC's ruling to allow secondary stations in U. S. territories to use clear channels fulltime was turned down by Commission in memorandum opinion issued Friday. FCC concluded secondary use of U. S. clears in territories, under certain conditions, would not prejudice talks with Mexico in April nor ultimate finding in daytime skywave case. FCC noted its new policy allows U. S. citizens in territories to have same rights to clears as already enjoyed by foreign countries located closer to continental U. S.

Fresno Station Asks Shift

JOHN POOLE's ch. 53 KBID-TV Fresno, Calif., petitioned FCC Friday for switch to ch. 18 with educational reservation attached to latter being changed to ch. 53. Alternative proposal: swap ch. 53 for ch. 30 at Madiera, Calif., move KBID-TV to ch. 30.

UPCOMING

March 3: Connecticut Broadcasters Assn., Hotel Bond, Hartford.

March 4-6: Hi-Fi Fair, Hotel Harrington, Washington.

For other Upcomings see page 116.

PEOPLE

WILLIAM A. STEPHENS, director of administration for General Mills' mechanical division, Minneapolis, named administrative assistant to president, succeeding Dr. Frank C. Hildebrand, who has been ill.

HIDEZO KAMEKO, managing director of Radio Kyushu Broadcasting Co., Japan, and president of Japanese Broadcasters Assn., is making tour of U. S. stations and networks.

BENNET H. KORN joins Remington Records Inc., N. Y., as executive vice president, effective tomorrow (Tues.). Mr. Korn has resigned as sales executive of WNEW New York, position he held for six years.

EDWARD BLEIER, salesman with WABC-TV New York since 1952, and Helen Guy, recently business manager of Masterson, Reddy & Nelson, N. Y., program packagers, and previously program business manager of ABC, have joined ABC-TV as account executives.

MORT DANK, CBS news editor, named news editor of *Morning Show*, CBS-TV, Mon.-Fri., 7-9 a.m., replacing Av Westin, now tv news director.

DAVID HARRIS, formerly with Adam Young, N. Y., station representation firm, to tv radio sales staff of H-R Representatives, N. Y., effective March 1.

Banks Increase Radio-Tv, American Bankers Assn. Finds

SOME 37% more banks in 1955 will use tv advertising than last year, according to sample survey of U. S. banks by American Bankers Assn. In its annual survey on bank advertising expenditures, ABA drew responses from 3,341 banks compared with 3,302 received last year. Total of 247 banks said they will use tv this year compared with 180 year ago. Current figure is 10 times that in 1950, ABA said.

In top 10 of media to be used by banks, tv placed last again as it had in 1954, despite its increased use, according to ABA. For radio, which placed fifth both this year, last year and in 1950, 1,215 banks said they would use medium in advertising plans for 1955. Figure last year was 1,130, thus, 1955 increase for bank radio is 7½%.

ABA projected its sample to obtain dollar volume for bank advertising at $72 million level for 1955, $4 million higher than last year and nearly double $39 million reported in 1950. Newspapers continued as No. 1 medium for bank advertising, followed by direct mail, window and lobby displays, calendars, radio, outdoor billboards, theatre slides, bus and car cards and television.

KTLA (TV) to Reply on 'Marco'

LONG-AWAITED answer by KTLA (TV) Hollywood, respecting legality of its *Play Marco* tv bingo feature, is to be filed with FCC today and copies are to be made public. Consisting of two legal opinions, station letter and elaborate array of exhibits, reply will contend consideration is lacking, hence show is not lottery. FCC raised issue on KTLA renewal.

Fisher Joins CBS Legal Staff

THOMAS K. FISHER joins CBS Inc. tomorrow (Tues.) as assistant general attorney, it was announced Friday by Secretary and General Attorney Julius Brauner. He has been with Donovan Leisure Newton & Irvine, N. Y., and its predecessor firms since 1939 except for 1943-46 period when he served first as Assistant U. S. Attorney in Southern District of New York and later in office of general counsel of Navy Dept.

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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcastting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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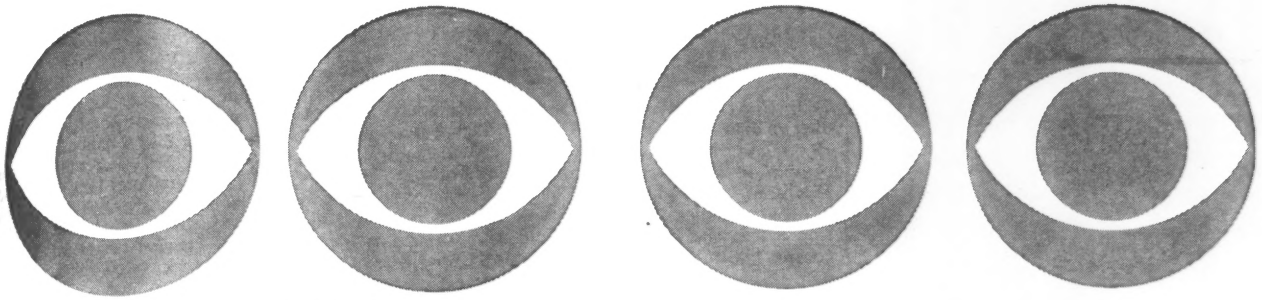

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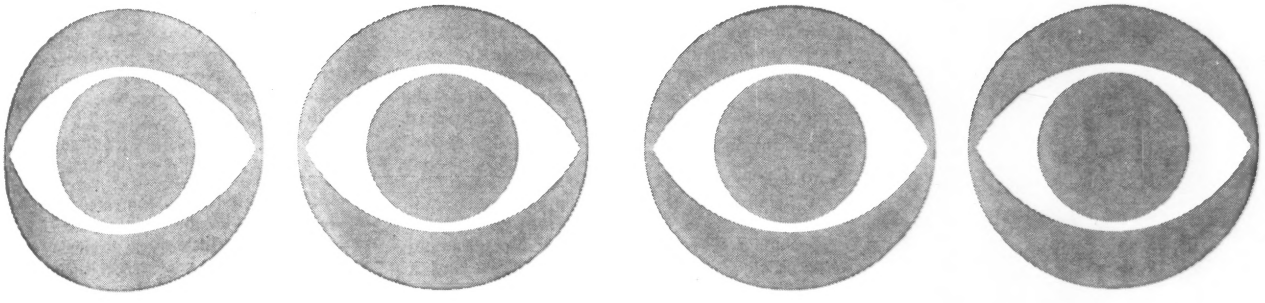
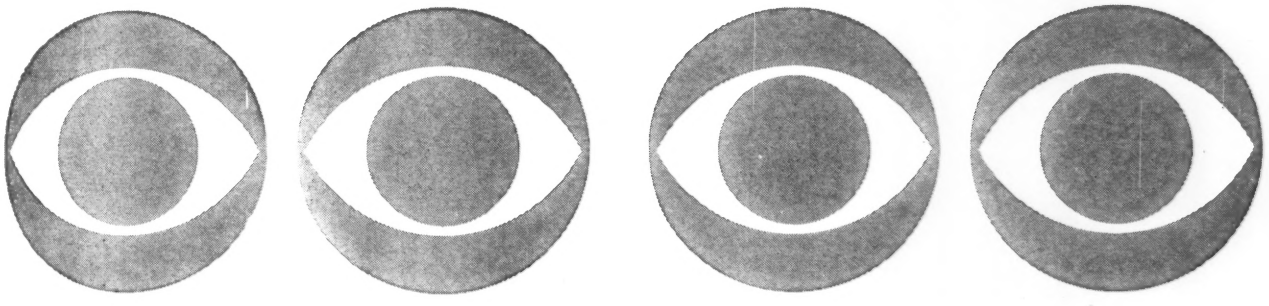
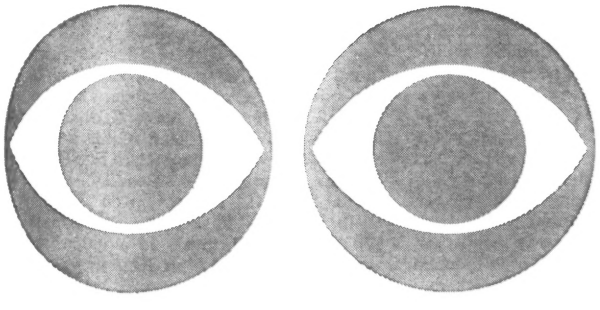


Basic CBS Television



in Cleveland (starting March 2)



Maximum power—316,000 watts ERP – with greater Grade-A coverage than any other Cleveland station.

a Storer Station—which means the finest in programming and service.

A STORER STATION

It's a triple combination you can't beat for selling results in the 4 billion dollar Greater Cleveland market!

now Basic CBS Television Network

WXEL *Channel 8 Cleveland*

Represented nationally by the Katz Agency

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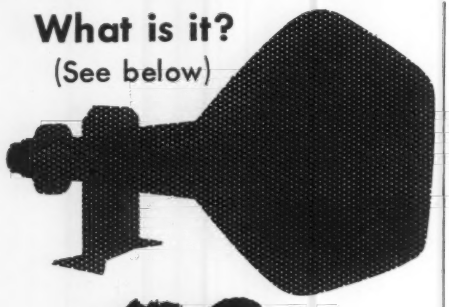
(See below)



40 TOP TV STATIONS HAVE MADE MONEY WITH

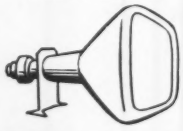
SHADOW STUMPERS

It's ready-made for your town, too!

You buy no pig in the poke when you buy Shadow Stumpers! Shadow Stumpers is a *tested* show—ready-made to produce audience and revenue for you. For the past six years, it's been running successfully in Baltimore; and during the past year, it's proved its value on more than 40 of the top TV stations in the country.

Shadow Stumpers is fascinating TV. The minute you see the shadows, you start guessing what they are—and so does everyone else. Sponsors love the fast results from this easily-produced show.

Shadow Stumpers is flexible—you get complete formats for 5-minute, 15-minute, and half-hour shows. It's economical—the cost is reasonable . . . and you can cancel with a one-week notice!



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IN REVIEW

UNCLE JOHNNY COONS

THE *Uncle Johnny Coons Show*, which premiered in a number of CBS-TV markets Feb. 19, might have been accurately billed as "Smilin' Johnny Coons' Gang, featuring Mickey McGuire."

At first glance, the viewer was tempted to believe he was watching an old Our Gang comedy, with the late Smilin' Ed McConnell delivering the commentary. It turned out to be, however, old Mickey McGuire himself on a wild animal hunt, Mr. Coons fittingly dressed for his own safari and with kind words for Pepsodent toothpaste, Good Luck margarine and Lifebuoy soap.

Just in case the kiddies didn't quite know what a safari was, Mr. Coons was quick to explain, "Well, I'm so-fari away from home," then thought better of it and added weakly: "Not good, huh?", a question he might well have asked about the entire program.

Old Uncle Johnny had some gimmicks—a trap for banana-hungry monkeys and another for bears, neither of which worked, though Mr. Coons did. The best part, from at least one nostalgic corner, was the Mickey McGuire film with Hambone, Stinky Davis and other old-timers. This was presented in two parts, separated by a Good Luck margarine commercial and some more Coons sideplay involving a non-speaking dummy (George) who got caught in the beartrap, and a live bear who attacked Mr. Coons. Mr. Coons was more effective in his commentary on McGuire's tribulations.

It developed, too, that the natives used Good Luck as bait, according to Mr. Coons, or was it Lifebuoy? In any event, the clincher came when Uncle Johnny offered his youthful viewers a set of 10 aluminum trading cards showing jets, rockets and other planes. All they had to do was tear off the flaps from one of the advertised products.

Production costs: Approximately $7,500
Sponsored by Lever Bros. Co. (Pepsodent, Good Luck, Lifebuoy), on CBS-TV, Sat., 1:30-2 p.m. EST.
Agency: McCann-Erickson.
Producer: CNL Productions.
Director: James Green.
Script: Ray Chan.
Cast: John Coons.

RED BUTTONS

HISTORIANS who study the course of television's eighth commercial year may well call 1954-1955 the season video comedians turned from show business to domesticity. There's Danny Thomas, who may be considered one of the pioneers in this development. There's Jackie Gleason. And now there's Red Buttons.

All three of the above-mentioned are comics of the stage-screen-night club milieu (as the press releases say). But, lo and behold, now on the tv screen they are all wrapped up in the silken folds of Hymen.

Take Red Buttons, for example. For the last several years, "lovable," cocky Red has clowned, sweated, knocked himself out in various attempts to win the hearts of the unseen millions of tv viewers. His success has been tenuous at best. He has, by his own admission, run through 87 writers. This winter he latched on to Bill Davenport (*Ozzie & Harriet*) and Johnny Green (*Blondie, Danny Thomas, Dear Phoebe*). Latched is the right word, too, for according to NBC, Buttons has signed them for life—the life of his tv commitments, that is.

These writers have come up with a new Red Buttons—yep, you've guessed it . . . a married Red Buttons who plays himself (a tv comedian) married to lovely Phyllis Kirk. There's also a network vice president, played by Paul Lynde, and a tv director, played by Joe Silver.

Buttons remains the same frenetic buffoon—the bantam in impossible situations. The skit we saw—and it can be called nothing more than a skit, albeit 30 minutes long—concerned the mistaken belief that Buttons and his pal, the director, had struck it rich in uranium stock. One of the funniest scenes was Buttons' arrival at the network veep's office, clad in cloak, muffler, opera hat and walking stick—the sign of his new found status as a millionaire. The plot wended its obvious way to the rude awakening and the frantic attempts to regain the good graces of the network vice president.

Paul Lynde was great as the network vice president. Here was a pixie network v.p.—who 52d-floored the employes and the talent, and, when alone, flew paper airplanes out the window. Here was a mobile face—which glowered like a tycoon and grinned with the demoniacal glee of a psychotic. The man is delightful.

Miss Kirk was . . . ah . . . decorative. Mr. Silver was . . . ah . . . adequate.

It was a fluffy, frothy half-hour's entertainment and probably a contented 30 minutes for them that like that sort of thing. For us, we'd like to see a little more originality in these situations . . . let's see, a Red Buttons out in the suburbs, newly-married, a struggling young pharmacist . . . lawn mowing, bingo games, volunteer fire department . . . you take it. Frothingham, I've got a story conference with Walter Hampden about a new situation comedy . . . a guy with a terribly long nose married to a gal named Roxane . . . 17th Century Paris . . . sort of a three-Musketeers-type but . . .

Production costs: Approximately $40,000.
Sponsored by Pontiac Div., General Motors Corp., through MacManus, John & Adams.
Broadcast on NBC-TV, Fri., 8-8:30 p.m. EST (3 out of 4 weeks).
Producer-director: Julie Oshins; musical director: Elliot Lawrence; writers: Johnny Green, Bill Davenport.
Cast: Red Buttons, Phyllis Kirk, Paul Lynde, Joe Silver.

★ ★ ★

BOOKS

THIRTY-TWO TELEVISION TALKS, as transcribed from BMI Tv Program Clinics held in 1954. Broadcast Music Inc., New York. 340 pp. $7.

HERE under one cover are 32 talks given last August at tv program clinics held in New York, Chicago and Los Angeles. For those who did attend the clinics, the volume is sure to recall the best of the ideas which then were expressed orally.

A good sample of broadcasters names are found among the speakers, including Clair R. McCollough, Charles Vanda, Lawrence H. Rogers II, Hamilton Shea, George R. Torge, Kenyon Brown, Norman Gittleson, Norman Knight, Robert Tincher, Carl E. Lee, Fred C. Mueller, Sherman K. Headley, G. Pearson Ward, John T. Murphy, Ken Kennedy, Joe Drilling, Harold P. See, Jean Paul King, George Whitney, Len Higgins. In addition, there are about a dozen top production and program people and a representative number of network officials, whose talks are recorded.

Various aspects of tv programming are covered, including low-cost production; local news, sports and special events; public service tv; low-cost music and specialty programming; film buying; small market tv operation; color tv; tv promotion; originality or inventive twists in tv programming; educational programming, and numerous other topics.

Offering the biggest daytime coverage in Texas

KENS

First or in a photo finish in all rated time segments (Pulse of San Antonio, November, 1954)

KENS

has the top-rated local personalities who are San Antonio's big audience-getters too!

EXPRESS-NEWS STATION

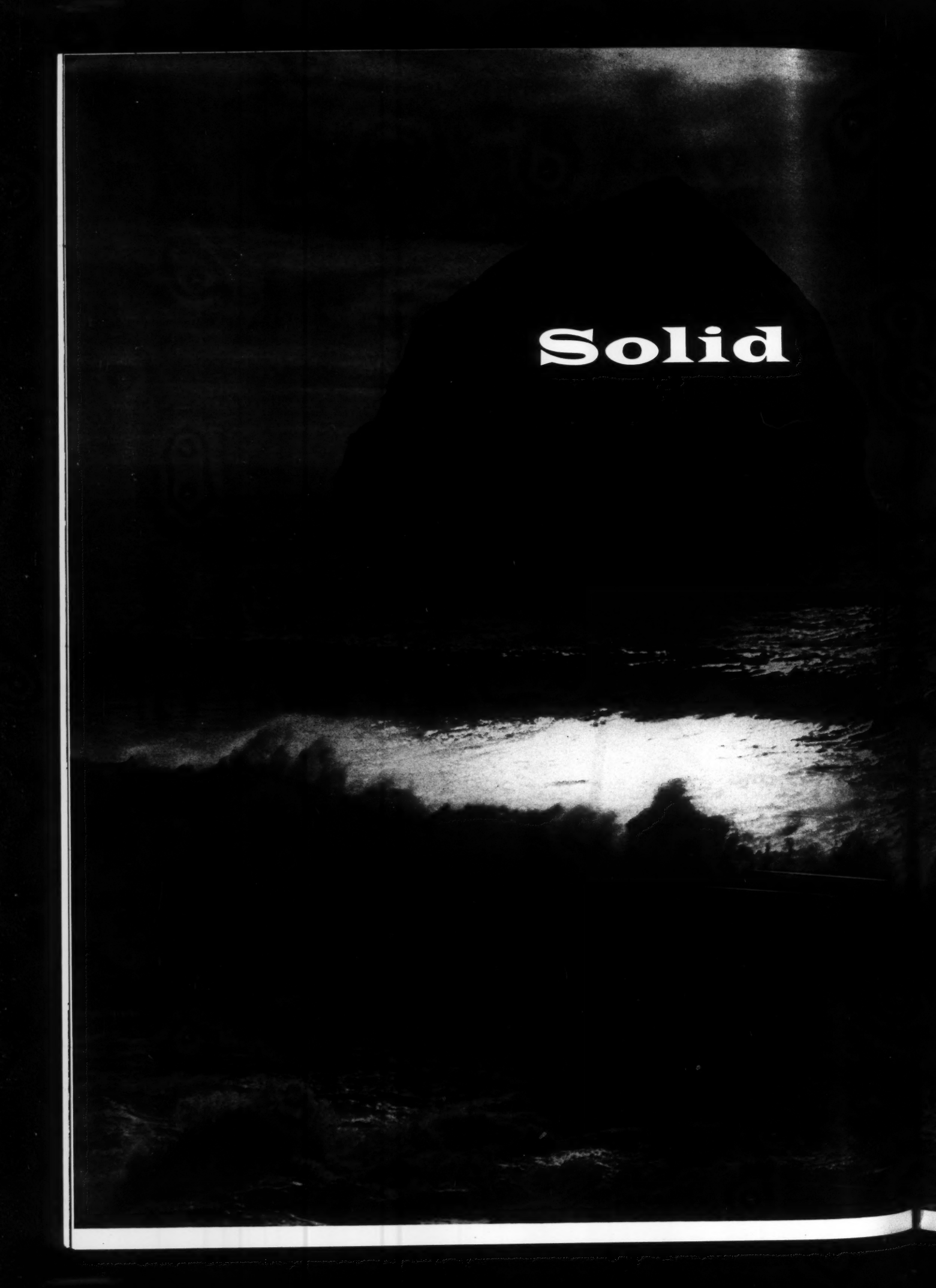
KENS

680 CBS

50,000 WATTS

SAN ANTONIO, TEXAS

Ask FREE & PETERS, Inc. for details


Solid

"Solid as a Storer Station" is
a compliment applied only to a station whose
solid foundation in the community it serves is
exceeded only by solid selling on the air.
For a sales campaign that is successful, satisfactory
and solid — sell on a Storer Station.

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WJW · WXEL-TV Cleveland, Ohio	**WBRC · WBRC-TV** Birmingham, Ala.	**WWVA** Wheeling, W. Va.	**WGBS · WGBS-TV** Miami, Fla.

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BOB WOOD, Midwest National Sales Mgr.
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GOOD... advertising

always pays in the .....

RICH, GROWING NORTH CAROLINA MARKET

BETTER... coverage

than ever before is yours with

RADIO in the .....

15-county Winston-Salem NORTH CAROLINA Market

BEST... buy morning,

afternoon and evening is

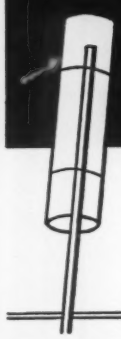
WSJS

NBC

AFFILIATE

600 KC—5 KW

AM - FM



Represented by

HEADLEY-REED CO.

OPEN MIKE

Parity Prices For Television

EDITOR:

Some of our uhf brethren have problems, as Mr. Plotkin's memo and B•T have pointed out. (Some vhf'ers, too.)

When our cousins in agriculture found themselves in the same spot, their keen political insight led them straight to the answer and we telecasters are very fortunate to have their example before us.

All we need is parity prices for television!

It's really quite simple. Each year the government figures out the average profit per watt earned by the pre-freeze stations; that's parity. All post-freeze stations are entitled to 90% of parity. If they don't sell enough advertising to produce that much profit, then the government buys tv advertising to make up the difference.

Uncle Sam can use these ads to broadcast to farmers about not planting so much this year. This should cut down on the agricultural subsidy; you can see how tv parity would surely save more than it costs.

Or, if it doesn't, the government can plow under every third transmitter.

Murray Carpenter
President
WTWO (TV) Bangor, Me.

[EDITOR'S NOTE: The views of correspondents whose letters are printed on this page do not necessarily reflect those of B•T.]

Miami Conversion

EDITOR:

Enclosed is a copy of the new American Research Bureau television saturation report for Dade, Broward and Palm Beach counties. I'm sure you will find this of interest. . . .

The uhf figures are considerably in variance with those figures quoted by Storer [WGBS-TV, ch. 23] in B•T [CLOSED CIRCUIT, Feb. 14]. Storer estimates that 65% of the sets in greater Miami have been converted . . . the survey shows that only 42% of tv homes are equipped for uhf and that only 34% of all homes are equipped for uhf . . .

Lee Ruwitch
Exec. V. P. & Gen. Mgr.
WTVJ (TV) Miami, Fla.

Fisher's Position

EDITOR:

Your story on Al Capp's resignation . . . from Massachusetts Bay Telecasters Inc. [B•T, Feb. 21] may have given readers a false impression regarding my position in the matter.

I have absolutely no financial interest, or personal participation, in the contest currently being waged before the FCC. Neither am I, in any way, Mr. Capp's "business competitor in the cartoon field," as suggested by your article. . . .

Ham Fisher
New York

Good Stations Deserve Good Copy

EDITOR:

Many agencies, before buying spots or time, tear the stations apart searching for the most power, best coverage, ratings, programs and adjacencies, merchandising, lowest rates, etc. Then, after the contract is placed, the poorest caliber copy is furnished the station.

Too many agencies figure they have made a wonderful buy for the account, but they often neglect one of the most important things: GOOD COPY. . . . They will sign a long contract, send the station some "stuff" to get started with and from there on out make the station beg to get current copy. The result is that the station uses the same old copy over and over; it becomes outdated, loses any punch it might have had and often becomes so monotonous it borders on influencing the listener away from the product rather than to it. . . .

The end result of the value of any radio station to any account is the message delivered to the listener. If the copy fails in its message, then coverage, power and everything else is meaningless and the budget has been wasted.

William J. Wagner
President
Alaska Radio-Tv Sales Inc.
Seattle, Wash.

Coast Guard Thanks

EDITOR:

I would like to express through your magazine the appreciation and thanks of the U. S. Coast Guard to each and every one of the 1,500 radio stations that broadcast the Coast Guard program *Eyes Wright* this past fall and winter.

The cooperation shown by the hundreds of program managers who responded to our questionnaire in connection with this program has been magnificent. Not only do I feel we have made some fine friends among the radio people but the responses have been most helpful in evaluating the direction of future efforts in the line of public service program development.

Oliver A. Peterson
Captain, USCG
Chief, Public Information Div.
Coast Guard Headquarters
Wash., D. C.

Watch B•T

EDITOR:

. . . Doing without B•T each week would be about like trying to get along without a watch. It's marked and routed to account execs all over the place. . . .

Here's to a brighter am-tv future, because we have B•T to help us fight our battles.

Thomas J. MacWilliams
Tv Director
Smith, Taylor & Jenkins Inc.
Pittsburgh, Pa.

British Commercial Tv

EDITOR:

May we have permission to reprint the article, "Britain's Experiment with Commercial Tv," which appeared in your issue of Jan. 24?

We believe this would be of interest to our readers, who are engineers and management executives both here and abroad.

Dorothy J. Stefany, Gen. Mgr.
Electronics Digest
Hollywood, Calif.

[EDITOR'S NOTE: Permission granted.]

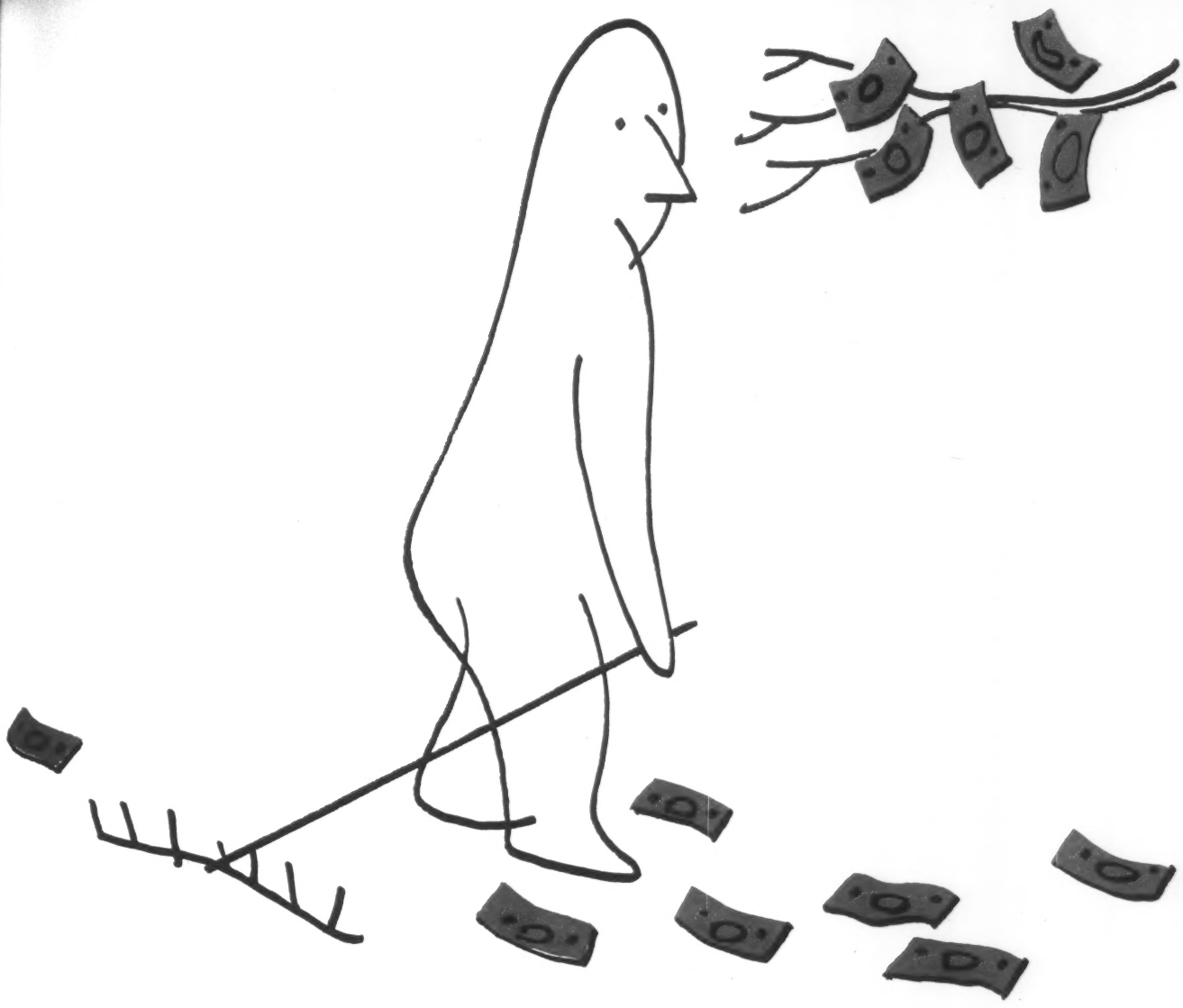
Acceptance 'Down Under'

EDITOR:

Was pleased as punch to receive a letter from Amalgamated Wireless Ltd. of Australia requesting a copy of the recently-published WXYZ-TV brochure, which resulted from a paragraph in the Jan. 3 issue of B•T.

Further proof of the acceptance of your fine book—even "down under."

Robert Baldrica, Director
Advertising & Sales Promotion
WXYZ-AM-TV Detroit



Standing in a great big money orchard with a rake can be a waste of time

Smart people shake the trees. Smarter ones shake the ripest trees. The smartest of all hire a good man to shake the trees for them—then they just rake in the bills and cart them home in baskets.

We're tree-shakers, working some of the ripest trees in the orchard—some of America's top retail sales areas.

Step out of the orchard for a second and do a little checking. You'll find that WJR's primary coverage area alone includes 16,000,000 people—10 per cent of U.S. buying power.

You'll discover that a lot of the smartest advertisers around use WJR to shake the trees. They're the people who, wherever they advertise, *move goods fast* by using *spot radio on key stations* —like WJR: people like the Ontario Department of Travel and Publicity, which found that WJR outpulled 11 other Great Lakes area stations combined.

Like most good things, we cost more. We produce more, too. Our advertisers testify to that.

Let's face it—if you're selling something, you've got a right to rake under our trees. If you really want to shake them, have your Henry I. Christal representative get WJR to do it for you.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

WJR's primary coverage area: 16,000,000 customers

HOOPER - PULSE - ARB

agree...

KPRC-TV

Leads Houston by

LANDSLIDE

49 out of 50 top Houston shows are on KPRC-TV*

KPRC-TV	George Gobel	61
KPRC-TV	Waterfront	57
KPRC-TV	My Little Margie	52
KPRC-TV	This Is Your Life	52
KPRC-TV	Your Hit Parade	52
KPRC-TV	You Bet Your Life	51
KPRC-TV	Dragnet	49
KPRC-TV	Fireside Theatre	49
KPRC-TV	Million Dollar Movie	49
KPRC-TV	Roy Rogers	46
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KPRC-TV	I Married Joan	41
KPRC-TV	Ramar of the Jungle	41
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KPRC-TV	News Caravan (Tuesday)	33
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KPRC-TV	Racket Squad	31
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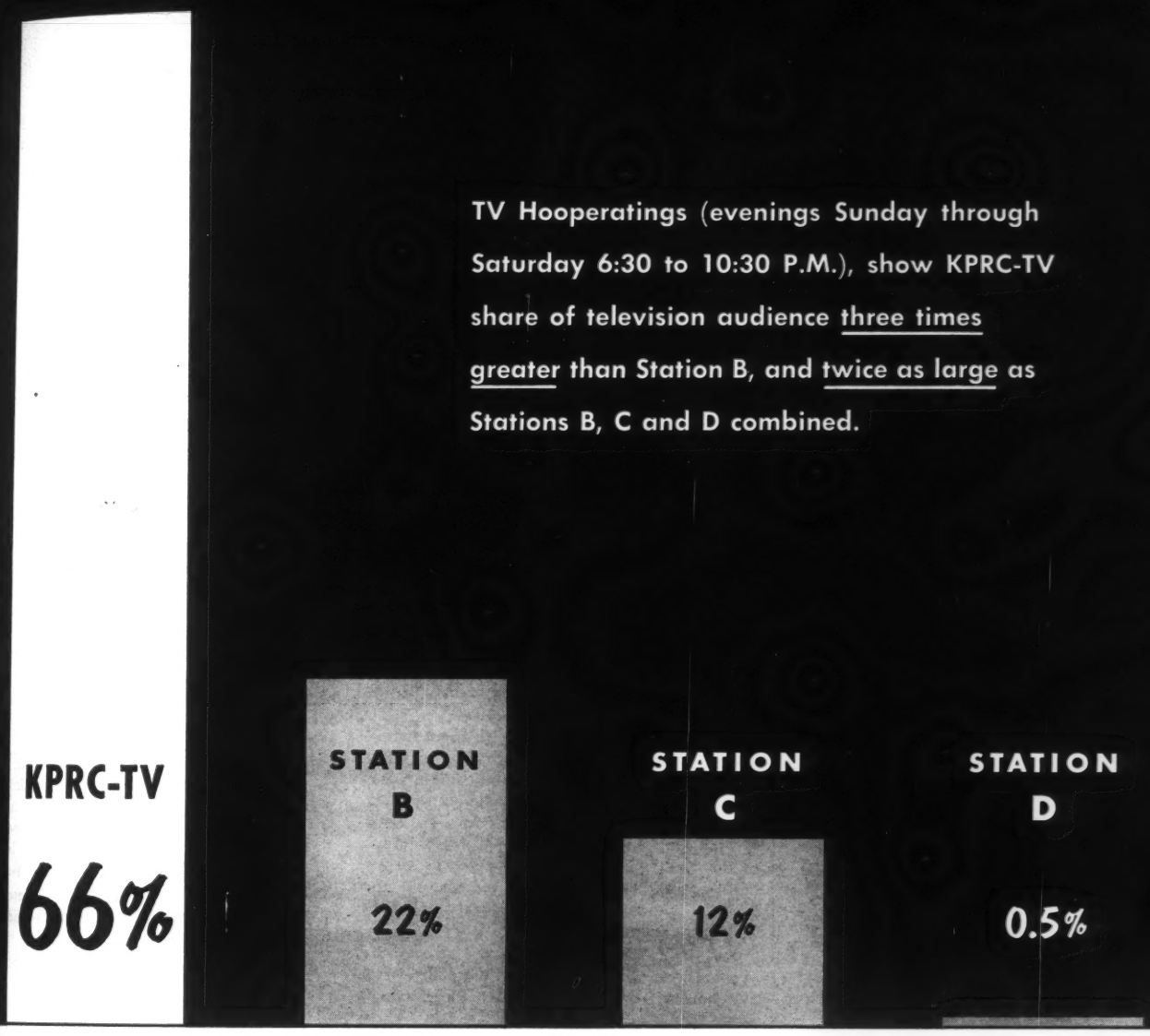
KPRC-TV	Kit Carson	28
KPRC-TV	News Caravan (Monday)	27

*Hooper January 1955

(Pulse — 39 out of 40; ARB — 38 out of 40)



TV Hooperatings (evenings Sunday through Saturday 6:30 to 10:30 P.M.), show KPRC-TV share of television audience three times greater than Station B, and twice as large as Stations B, C and D combined.

KPRC-TV

CHANNEL 2
HOUSTON

JACK HARRIS,
Vice President and General Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV EXPERIENCE WITH OVER 500 MAN-YEARS

in Indiana?

More Than
250,000 WATTS ON
WSJV-TV

INDIANA . . . the fastest growing state in the union . . . is DEBT FREE . . . has LEAST unemployement . . . ranks 13th in population . . . is 12th in industry, etc., etc., etc.

and . . .
WSJV-TV
ABC - NBC DUMONT
With More Than
250,000 WATTS
Gives you POWERFUL Coverage of
SOUTH BEND-ELKART
And the rich St. Joseph Valley

Indiana's Greatest
RETAIL MARKET*
With MORE than a BILLION DOLLARS in annual Retail Sales.
$1,194,000,000

FOR MORE FACTS ON
WSJV-TV
AND THIS EXCLUSIVE UHF MARKET WITH MORE THAN 208,000 UHF-TV FAMILIES.

ask your
H-R TELEVISION MAN
WSJV-TV
ELKHART, INDIANA
John F. Dille, Jr., President
John J. Keenan, Commercial Manager
*See Sales Management Survey of Buying Power

our respects

to RUSSELL BLACKBURN YOUNG

IF THERE's one thing Russell B. Young insists on, it's getting straight to the point. Whether it's a Sheaffer pen point tv commercial or a trip from Chicago to Sheaffer's plant in Fort Madison, Iowa, he wants to get there quickly.

"You have to come to the commercial sooner or later, so come to it as soon as possible," he contends. "The ideal selling message is a combination of the right commercial, the right program and the right product."

At Russel M. Seeds Co., Chicago, where Mr. Young functions as vice president in charge of radio and television, this combination seems to have been achieved in connection with the advertising of Sheaffer pens on television, notably the CBS-TV *Jackie Gleason Show*. Much of the credit lies with Mr. Young, who firmly believes in finding the sales message in the product without devising any elaborate gimmicks not essential to the sales story.

He wields his production hand over other accounts, including Admiral Corp., Brown & Williamson Tobacco Corp. and Pinex cough syrup.

Russell Young almost didn't enter the advertising field. He wanted to be a commercial artist and even attended Chicago's Art Institute for a year-and-a-half. Concerned over the days of the stock market crash and depression, he sought more solid pursuits. Even then, he recalls, photography was cutting in more and more on advertising art, and so he looked for a more tangible occupation.

Mr. Young is a native of Chicago (born June 20, 1910) but traveled extensively in his youth with his father, an architect. Russ Young was graduated from Senn High School in 1929.

His first job came with Hearst International Magazine Corp. where he trained subscription crews to patrol Illinois, Wisconsin and Indiana. The experience proved rewarding, educational and remunerative during the depression years.

His first brush with broadcast media took place in 1934 when he joined WAAF Chicago as an announcer. After a few months he moved over to WGN in a similar capacity and later, between 1935 and 1940, took on directing and producing chores. This was the heydey of the "soap opera" and Chicago was the center. He also announced such programs as *Raymond's Darling* and *Sentimental Selma*. After leaving WGN he freelanced from 1941 to 1944, directing *We Are Four*. He also directed and produced *Bachelor's Children, Brach's Swing Show* and *Captain Midnight*.

In 1943, as nearly as he can recall, Russell Young joined the old Blackett-Sample-Hummert agency, sprouting ground for many a notable executive. When Hill Blackett opened his own agency the following year, he persuaded Mr. Young to join it as radio director. The association lasted three years.

He moved to Russel M. Seeds Co. as a studio director and production man under John B. (Jack) Simpson, director at the agency. He was promoted to Mr. Simpson's position a few years back when the latter left to become associated with Foote, Cone & Belding.

Also at this time Mr. Young directed the *Adventurers Club* on CBS Radio and other productions out of Chicago.

He has worked closely with the Sheaffer people, a long-standing Seeds account, ever since he took over his present duties, traveling to Fort Madison and the West Coast periodically. He also works on the Admiral account, which recently bought alternate-week sponsorship of ABC-TV's *Who Said That?* with John Daly. Admiral will co-sponsor the panel show with Sheaffer Fineline Div. shortly. The Seeds agency handles Admiral products—radio, television, appliances—which are advertised on all its programs save Bishop Fulton Sheen's *Life Is Worth Living* series, which is handled by Erwin, Wasey & Co. The Seeds agency maintains two teams on the Sheaffer account—the Fineline and Primary Line divisions.

Mr. Young's theory about video commercials, particularly with respect to certain demonstrable products, seems to be borne out in the number of awards and citations conferred upon the Seeds agency for its handling of Sheaffer pen messages.

He is not a joiner and makes no speeches, partly because he travels considerably. He describes himself as a "workman" in an agency which lays claim to being a tightly-knit team operation under President Freeman Keyes. Mr. Young's hobbies are photography, golf and home movies. He is not married.

PRIMARY COVERAGE plus LOCAL COVERAGE

GIVING YOUR CLIENT...

4 MILLION PEOPLE

1¼ MILLION FAMILIES

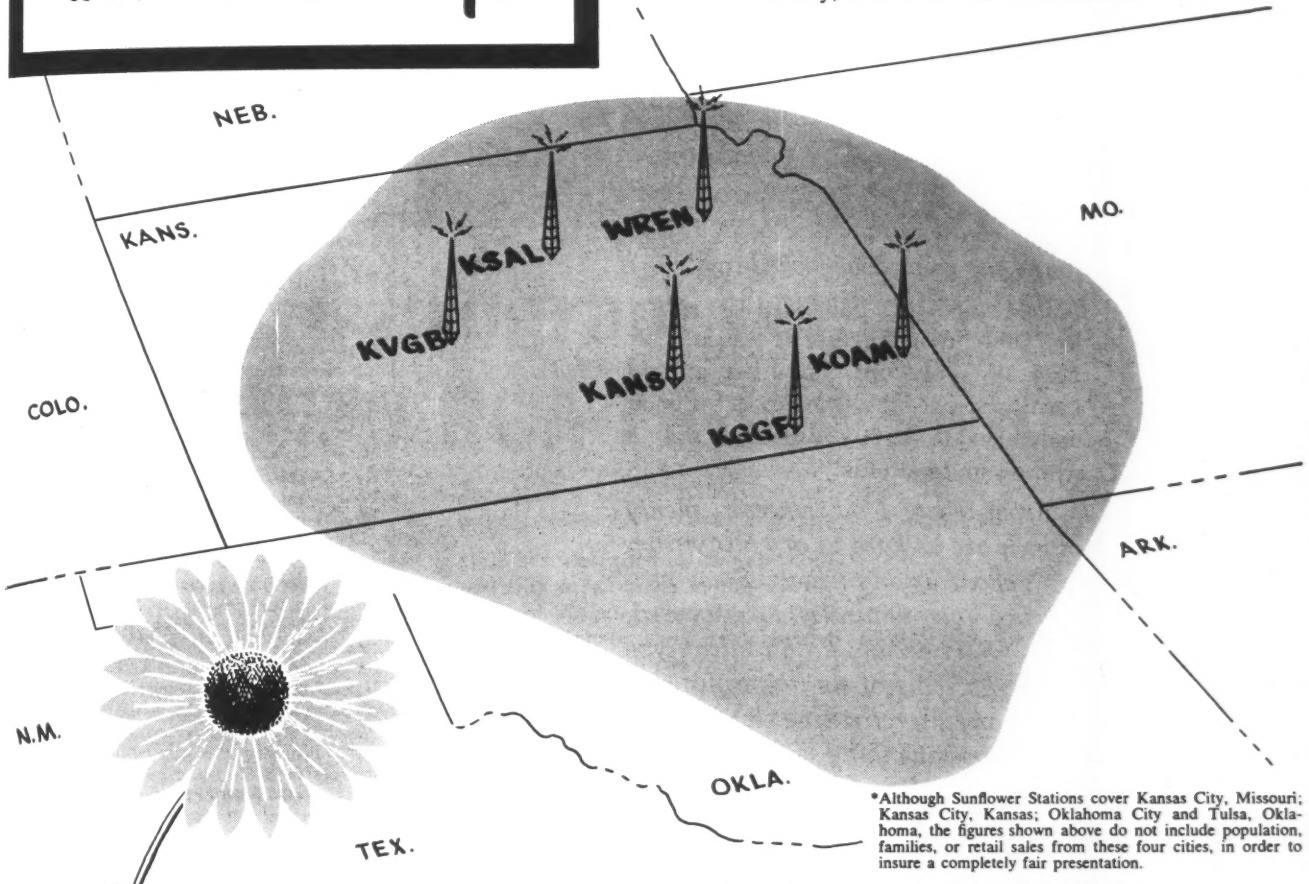
SPENDING 3½ BILLION DOLLARS

*Annually in Retail Sales**

You make One Buy with One Billing!

Any way you look at it the Sunflower Network represents a terrific buy for your client in this area.

It also represents a savings in time and money, with ***ONE BUY*** and ***ONE BILLLING.***



*Although Sunflower Stations cover Kansas City, Missouri; Kansas City, Kansas; Oklahoma City and Tulsa, Oklahoma, the figures shown above do not include population, families, or retail sales from these four cities, in order to insure a completely fair presentation.

Represented by **THE JOHN E. PEARSON COMPANY**

The SUNFLOWER NETWORK

KANS	WREN	KSAL	KVGB	KOAM	KGGF
5000 NBC	5000 ABC	5000 MBS	5000 NBC	10,000 NBC	10,000 ABC
1480	1250	1150	1590	860	690

Advertisement

From where I sit *by* Joe Marsh

Finally Talked Herself Out

A certain talkative young lady almost spent a night locked in "Doc" White's drugstore.

She entered Doc's store at 11 PM, going directly to the pay phone. At eleven-thirty Doc went home—not having seen a customer for a half hour. Around midnight he got a call from the store . . . she had finally *run out of conversation (and money) and found the front door locked tight.*

Doc vowed he'd leave that gabby kid there to teach her a lesson. But Mrs. W. spoke up: "Now you go and turn her loose. It's hard to cut a good conversation short—something only a woman understands!"

From where I sit, however, plenty of men are as hard to pry away from a telephone as any female. Some people are just naturally long-winded, while others are the strong, silent type —just as some of us like coffee and others prefer a refreshing glass of beer. The important thing is to be considerate *. . . before friends start giving us the "busy signal."*

Joe Marsh

Copyright, 1955, United States Brewers Foundation

MARY KAY CAIN

on all accounts

AFTER spending approximately one year on each of several jobs, Mary Kay Cain found her niche in 1944 when she joined McCann-Erickson Inc., Los Angeles, as media director. A former teacher—she taught third grade at Page Military Academy following her graduation from USC—she entered the Los Angeles advertising agency field in 1940.

From Brisacher - Davis (now Brisacher, Wheeler & Staff), where she did practically anything from running the switchboard to taking dictation, Miss Cain went to Dan B. Miner Co. as assistant in the media department and secretary to Mr. Miner. Her next move was to the newly-opened office of BBDO. There, at the end of her customary year, she resigned as assistant timebuyer.

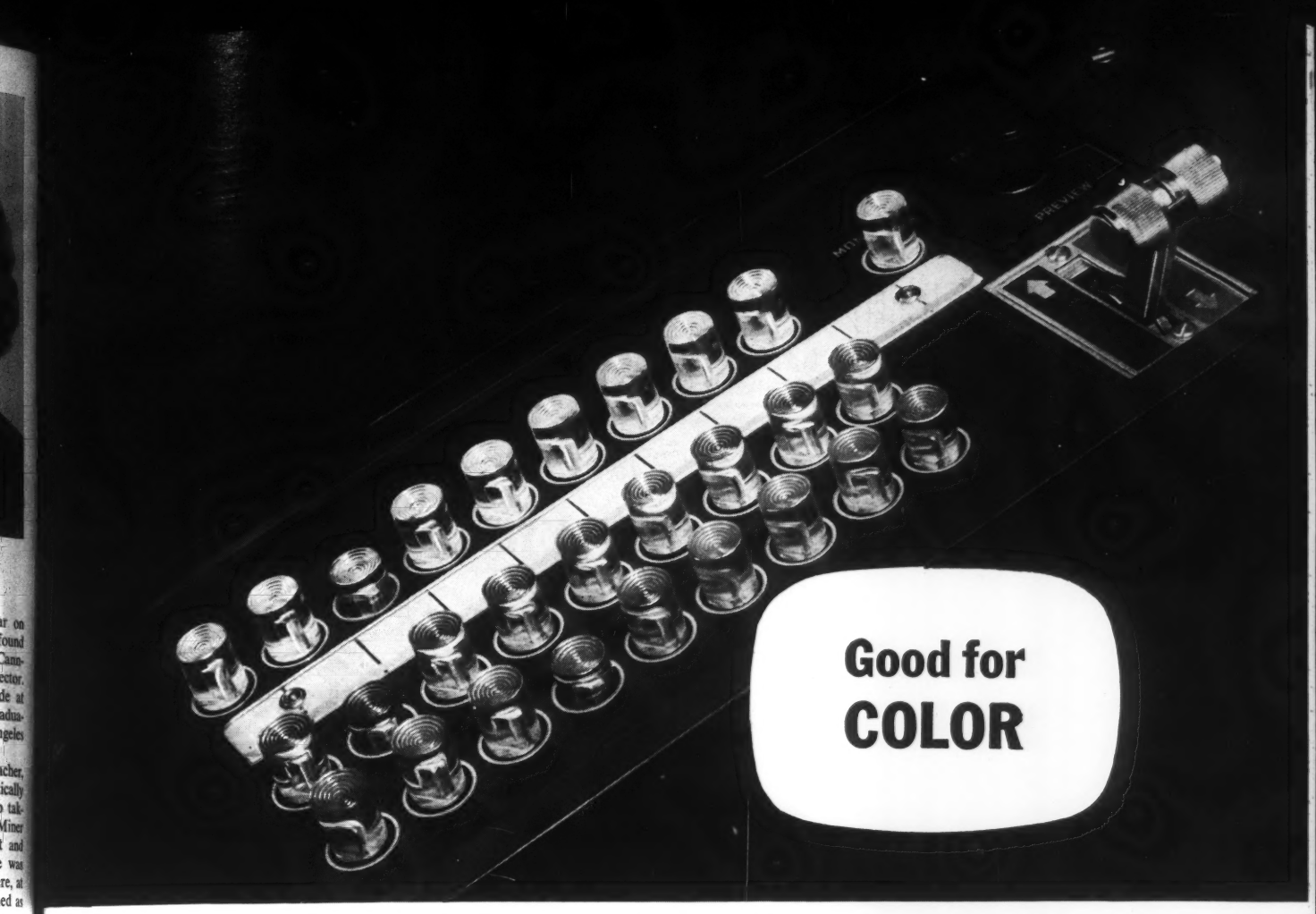
With McCann-Erickson she currently is involved in coming up with a new tv program for Bell Brand Foods (potato chips, peanut butter), which has used this medium for five years and is expecting Mary Kay to continue to top previous program ratings.

The Los Angeles office's largest user of local radio, she reveals, is Southern California & Southern Counties Gas Companies, which since October 1940 has had *Evening Concert* on KFAC-AM-FM, two hours, six times weekly. That client also sponsors the weekly, half-hour *Man Behind the Badge* on KTTV (TV).

Lemon Products Advisory Board provided Miss Cain with what she considers one of her best "fun" assignments. Last summer's tv campaign was devoted to 1/9 of the 90-minute NBC-TV *Saturday Night Revue*. For radio, though, she bought spots in five cities based on temperature. She picked one radio station in each market (two in New York) and told them to use up to 15 spots per day, six days weekly, between the hours of 10 a.m. and 8 p.m., provided the temperature was over 75 degrees in Boston and over 80 degrees in Chicago, New York, Philadelphia and St. Louis. Each station then went ahead on its own schedule, reporting to her weekly as to time and number of announcements.

Miss Cain, who was born Aug. 4 . . . in Evansville, Ind., also handles Broadway Department Stores, which uses radio from time to time, and Purex Corp. (Liquid Bleach), a new account, which has used radio in the past.

Both she and her husband, tax accountant Marlow Stewart, have been active for the past four years as licensed ham radio operators. They build their own equipment and have even gone so far as to put filters on their neighbors' tv sets to prevent interference. The Stewart household also includes two puppies and a parakeet.



Extra Program Versatility from NEW RCA TS-11A Switcher

The TS-11A is a "nine-input" switcher designed to handle composite or non-composite video switching for color or monochrome. Two rows of push buttons feed a manual fader assembly; a third row feeds a preview channel. A program transfer switch is provided to interchange the preview and fader busses with the output busses so that the fader section can be used for previewing fades, lap dissolves and superimpositions. This makes it possible to use the fader channels for rehearsals while the preview channel handles the "on-air" signal. The fader assembly feeds a mixing circuit and three output amplifiers which are a part of the TS-11A, eliminating the need for installing elaborate distribution amplifier systems external to the switcher. The new switcher is free of microphonics and low frequency tilt and bounce, so that a stabilizing amplifier need not be added as part of the switching system.

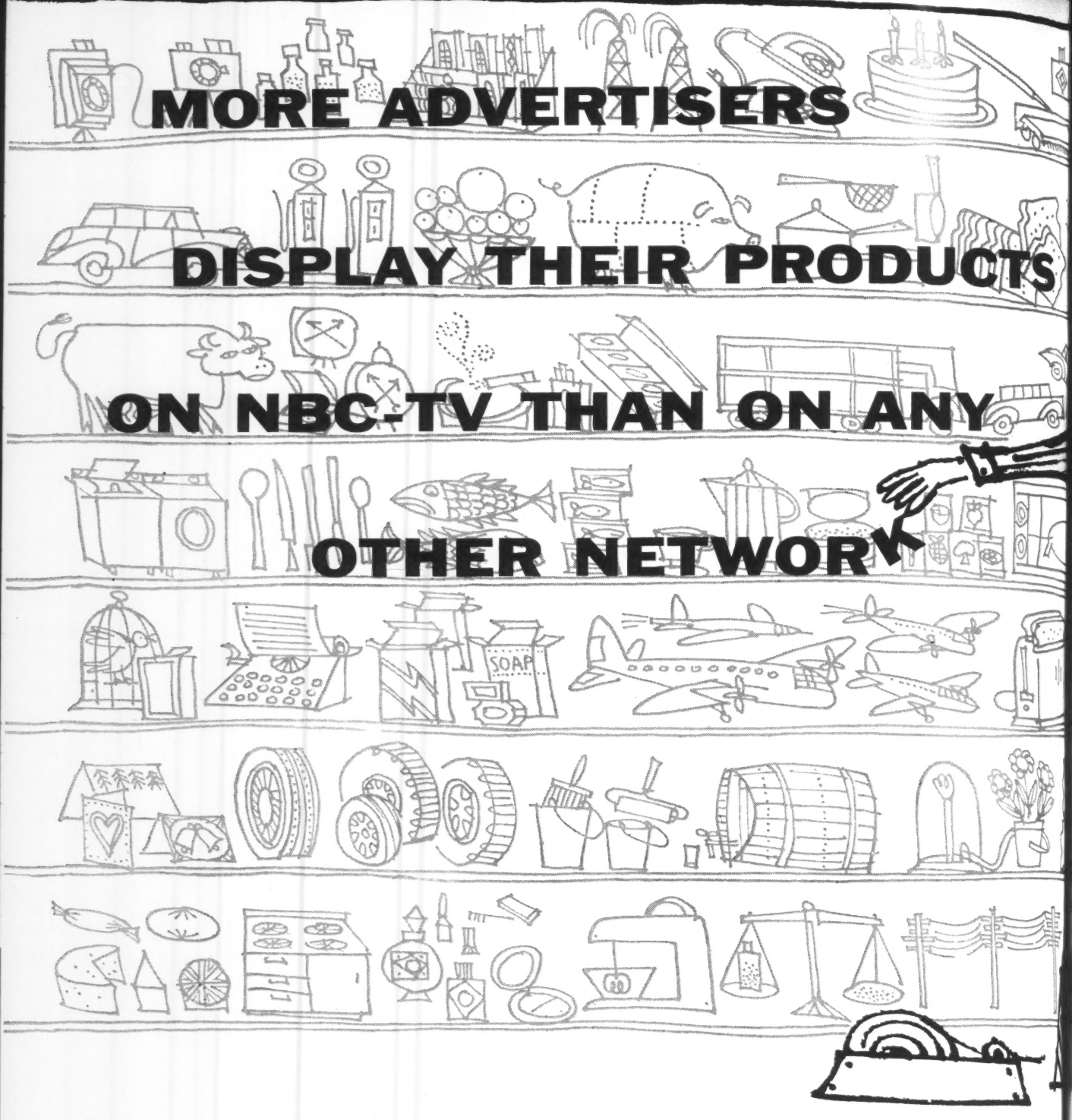
For further information about this exclusive RCA development get in touch with your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

The TS-11A Switcher is supplied with an RCA console housing (MI-26266-B), a TM-6B master monitor and power supplies to form a complete versatile system.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N. J.



MORE ADVERTISERS DISPLAY THEIR PRODUCTS ON NBC-TV THAN ON ANY OTHER NETWORK

When you take inventory for the entire year of 1954, here's what you get:

	NBC	2nd Network	NBC Advantage
Total advertisers	187	121	54.5%
Advertisers exclusive to the network	114	51	123.5%
Advertisers in network TV for the first time	54	20	170.0%
Advertisers with budgets of $100,000 or less in all media	25	9	177.8%

Source: P.I.B. and Media Records

Why is NBC the best-stocked showcase for products in all television?

Because of the excitement of pioneer programming, the vitality and the exuberance of the 90-minute Color Spectaculars . . . because of the advertising flexibility of NBC's great participation shows, TODAY, HOME and TONIGHT . . . because of the total effect of NBC leadership.

More advertisers keep coming to NBC because they find that the products they display there move faster off retail shelves.

And what pays off for other smart advertisers will pay off for you.

EXCITING THINGS ARE HAPPENING ON

NBC

TELEVISION

a service of RCA

sum total!

(a refresher course in profitable arithmetic for the timebuying profession . . .)

add up-

PRODUCTIVITY
in thousands of industrial plants

PEOPLE
whose skills earn them bigger incomes

PAYROLLS
measured in millions and millions yearly

PROFITS
which mean greater and faster growth

PROSPERITY
with no limitation anywhere in sight

then add up-

PROGRAMMING
that's tailored to local tastes

POWER
for wider and clearer coverage

POPULARITY
that has no equal in the whole area

PROMOTION
planned to benefit every advertiser

PERSUASIVENESS
that gets results day after day after day

and you get
GIGANTIC BUYING POWER
in the Industrial Heart of America!

and you get
GIGANTIC SELLING POWER
in the Industrial Heart of America!

PUT THEM TOGETHER—
WORKING FOR YOU
with this perfect radio-TV combination . . .

WSAZ-TV
CHANNEL 3 BASIC **NBC** NETWORK
100,000 WATTS **ERP**
HUNTINGTON-CHARLESTON, W. VA.

RADIO
930 KC **WSAZ** ABC
HUNTINGTON, W. VA.
1490 KC **WGKV** NBC
CHARLESTON, W. VA.

REPRESENTED NATIONALLY BY
The KATZ Agency

BROADCASTING TELECASTING

February 28, 1955 Vol. 48, No. 9

MULTIPLE OWNERSHIP LIMIT BOOTED OUT BY U.S. COURT

FCC cannot set an arbitrary limit on number of stations one entity can own. Action came on Storer's appeal, means Commission cannot refuse applications without hearing. Possibilities: FCC appeal to Supreme Court—Congressional legislation to set a limit.

IN one of the most far-reaching court decisions in post-war broadcasting, the U. S. Court of Appeals for the District of Columbia last week unanimously struck down the FCC's numerical multiple ownership rule and ordered the Commission to expunge that section dealing with the maximum number of radio and tv stations which may be owned by one person or entity.

The three-judge circuit court said there was no justification for picking the numbers used as the maximums for single ownership. These are now seven am, fm and tv stations (with the last further restricted to not more than five vhf).

Crux of the decision was that Sec. 309(b) of the Communications Act requires the FCC to hold a hearing whenever it finds it cannot grant an application. This is binding, the court said, and cannot be nullified by a rule.

At week's end, the commissioners and legal staff were studying the decision to determine whether to appeal it to the Supreme Court.

One possibility which was being given some consideration, it was understood, was to ask Congress to pass legislation specifically incorporating the repudiated maximums into the Communications Act.

The court action was brought by Storer Broadcasting Co. It had its genesis in the FCC's 1953 refusal to accept a Storer application for Miami's ch. 10. The Commission said that it could not accept the tendered application because Storer at that time had the then limit of five tv stations.

In its decision, the court declared that in view of its ruling the Commission would probably find it proper to reverse this action and grant Storer a hearing on this application.

Since that time, however, Storer has acquired by purchase what is now WGBS-TV Miami ch. 23.

The decision elicited the following comment from George B. Storer, president of the company bearing his name:

"I am pleased that the United States Court of Appeals has upheld the position taken by Storer Broadcasting Co., which was very simple and very fundamental. Our position was that every applicant for a television station has a right to be heard and should be judged on the merits of his ability and willingness to serve, rather than on the basis of how many television stations he may operate."

Ted Bergmann, managing director of the DuMont Tv Network, said:

"This decision makes the public interest the paramount consideration for the granting of television licenses. It holds that no arbitrary rule can be set up which precludes an individual or a corporation from a hearing in which he would have the opportunity to prove that he will render a public service. This is as it should be."

Other tv networks refused to comment.

For many years, the FCC had no limitation on the number of broadcast stations which could be held by a single owner. However, for a long time, the Commission's unofficial policy was to limit the number of am stations to seven. In the post-war period, when the Commission issued its fm and tv rules, it specified that the maximum number which might be owned by one person was six for fm and five for tv. In late 1953, the Commission revised its am and fm multiple ownership rule to set the maximums at seven for each. In the fall of 1954, it specified tv ownership at five vhf and two uhf stations.

A corollary of the court's ruling last week was the elimination of the FCC's interpretation that even 1% stockholdings in a radio or tv station constituted ownership in the sense of the multiple ownership regulation.

It was this specification which forced CBS over recent months to divest itself of its 45% interest in WTOP-AM-FM-TV Washington, 47% interest in WCCO-AM-TV Minneapolis-St. Paul and 45% interest in KQV Pittsburgh.

CBS wholly owns tv stations in New York, Chicago, Los Angeles and Milwaukee, has bought WSTV-TV Steubenville, Ohio (still pending FCC approval) and is an applicant for St. Louis ch. 11.

This same ownership provision jeopardized Westinghouse Broadcasting Co.'s radio-tv holdings. WBC pointed out that three of the 20 directors of Westinghouse Electric Co., parent of WBC, owned minor stockholdings in other radio-tv properties. These were resolved except for Dillon Anderson, who owns 2.8% of KTRK-TV Houston. Westinghouse now owns six am and four tv stations and is an applicant for Portland, Ore., ch. 8.

Storer is now the only broadcaster who owns the maximum number of radio and tv stations until now permitted. It owns:

WGBS-AM-FM-TV Miami, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW and WXEL (TV) Cleveland, KPTV (TV) Portland, Ore., and WWVA-AM-FM Wheeling, W. Va. The Miami and Portland tv stations are uhf.

The court's decision was written by Circuit Judge Wilbur K. Miller. Circuit Judges E. Barrett Prettyman and David L. Bazelon concurred.

Judge Miller, in discussing the limitation rule, said it "freezes into a binding rule a limitation upon its [the FCC's] consideration of the public interest in a respect in which the

THE RULE AS IT WAS

FOLLOWING is the present tv multiple ownership rule, the numerical limitations of which were knocked out by the Washington Federal Circuit Court last week. The provisions which the court ordered the FCC to delete are italicized. In am and fm, the rule is identical, except that the maximums are set at seven stations for each.

§3.636. *Multiple ownership.*—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control*) if

(1) such party directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of area served, the number of people served, and the extent of other competitive service to the areas in question. *The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven television broadcast stations, no more than five of which may be in the vhf band.*†

(b) Paragraph (a) of this section is not applicable to non-commercial educational stations.

* The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

† In applying the provisions of paragraph (a) of this section to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

facts and circumstances may differ widely from case to case. It [FCC] has decided *in vacuo* that there can never be an instance in which public interest, convenience and necessity would be served by granting an additional license to one who is already licensed for five television stations. The power so to decide has not been committed to the Commission."

After citing the law which the court determined required the Commission to hold a hearing before refusing an application, the decision impliedly upheld the Commission's right to establish a policy regarding concentration of control. Judge Miller put it this way:

"This holding will not prevent the Commission from considering in each case, in accordance with its announced policy, the question whether granting an additional license to one who is already a multiple owner would place too much control in one licensee, contrary to the public interest. But the multiple owner applicant must be given a chance in a hearing to show, if he can, that still another station will not give him such control of communications media as to prejudice the interests of the public."

This has been taken by some observers to mean that the Commission can maintain its maximum ownership limitation—if it can justify from the hearing record that a multiple owner would violate the public interest by having more than the specified number.

Others see in this expression the possibility that the Commission may decide that some multiple owners should be limited to less than the present seven maximums. They point out that the Commission has never weighed multiple ownership on size of facility, size of market, separation of stations, location of stations, etc.

A Burden for FCC

All observers agreed that last week's decision means that a burden has been placed on the FCC in requiring it to hold hearings whenever an application for a facility is filed.

A recommendation that networks be limited to a maximum of three owned-and-operated stations was made by Harry M. Plotkin in his Memorandum to the Senate Commerce Committee. At present networks are treated like any other multiple owner.

Before the Commission changed the multiple ownership rules to their present wording, the regulation stated that after one station was acquired the owner would have to prove to the Commission that it was in the public interest to own a second, a third, etc. Some circles believe that the Commission may return to this concept.

Among the so far unanswered questions, one significant problem is how the FCC shall now handle station purchases—where there is a willing seller and a willing buyer who happens to be a multiple owner.

There was general agreement that the court's ruling would make it difficult for the Commission to justify denial of an uncontested application for additional stations by multiple owners.

The FCC held, in its argument before the court, that the multiple ownership rules carried out the Communications Act provisions favoring competition and the general policy of encouraging as many qualified persons as possible to seek broadcast licenses.

The court made it clear, however, that there were some areas in which the FCC had a perfect right to refuse an application. These were (1) where an admitted alien files, (2) where an applicant files for a channel not allocated to the community involved, and (3) where an application is filed for an unlawful use.

TEXT OF THE COURT'S

WILBUR K. MILLER, *Circuit Judge:* Storer Broadcasting Company filed with the Federal Communications Commission August 31, 1953, an application for a new television station in Miami, Florida. Storer was then already licensed to own and operate five standard broadcast and five frequency modulation broadcast stations, located in Atlanta, Detroit, Miami, Toledo and Wheeling; and three television stations, located in Atlanta, Detroit and Toledo. Its wholly-owned subsidiaries were then licensed to own and operate standard broadcast and television stations in Birmingham and San Antonio.

In a proceeding initiated some years before by issuance of a notice of proposed rule making, in which Storer participated, the Commission entered an order November 25, 1953, promulgating amended "multiple ownership" rules, which are now §§ 3.35, 3.240 and 3.636 of its Rules and Regulations. On the same day the Commission dismissed Storer's application for a television station in Miami, without a hearing and without consideration on the merits, on the ground that its grant would be in violation of the spirit and purpose of the multiple ownership rules.

Storer petitions for review, asking that we declare unlawful and without force or effect the Commission's rule making order of November 25, 1953, together with the amended multiple ownership rules promulgated thereby, insofar as and to the extent that the order and rules

> "(a) Deny the right to a full and fair hearing to determine whether ownership, operation or control of more than seven (7) standard radio, seven (7) fm radio, and five (5) television broadcast stations, upon application therefor, will serve the public interest, convenience or necessity.
>
> "(b) Provide that ownership of one (1%) per cent or more of the voting stock of a corporation shall be considered as equivalent to ownership, operation or control of such station in determining the existence of a concentration of control contrary to the public interest, convenience or necessity."

The multiple ownership rules are challenged here only insofar as they impose an absolute limitation upon the number of standard, fm and television broadcast stations which may be owned, operated or controlled by a single individual or corporation. The three rules under attack are similar except for the differing maximum numbers of stations which are permitted,—seven in standard, seven in fm, and five in television. We quote as typical the television broadcast rule, § 3.636:

> "Section 3.636 *Multiple Ownership*—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control) if
>
> "(1) such party directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or
>
> "(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with the public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question. *The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than five television broadcast stations.*" (Italics supplied. The italicized material is common to all three rules.)

Unequivocally, the foregoing rule declares that an application for a television broadcast station license filed by one who is already licensed for five such stations will be rejected; that the Commission will *in any event* consider that the addition of a sixth station would result in concentration of control contrary to the public interest, convenience or necessity.

This means, of course, that an application for a sixth television station will be denied without a hearing, just as Storer's application was rejected without a hearing and without any consideration of the question whether public interest, convenience or necessity would be served by the grant.

Section 309(a) of the Communications Act requires the Commission to grant an application for a station license if it finds, upon examination thereof, that public interest, convenience and necessity would be served by the granting thereof. If the Commission is unable so to find, after examining an application, it is required by § 309(b) of the Act to notify the applicant and other known parties in interest of the grounds and reasons for its inability to make such finding. It is further provided that, if the Commission, after considering the applicant's reply to its notice, is still unable to make a favorable finding and so is unable to grant the application without a hearing,

> ". . . it shall formally designate the application for hearing on the grounds or reasons then obtaining and shall notify the applicant and all other known parties in interest of such action and the grounds and reasons therefor, specifying with particularity the matters and things in issue but not including issues or requirements phrased generally. . . . Any hearing subsequently held upon such application shall be a full hearing in which the applicant and all other parties in interest shall be permitted to participate but in which both the burden of proceeding with the introduction of evidence upon any issue specified by the Commission, as well as the burden of proof upon

all such issues, shall be upon the applicant."

This is mandatory language. The Supreme Court said in *Ashbacker Radio Corp. v. F. C. C.*, 326 U. S. 327, 330 (1945):

". . . § 309(a) not only gives the Commission authority to grant licenses without a hearing, but also gives applicants a right to a hearing before their applications are denied. . . ."

Again, at page 333, the Court said:

". . . Congress has granted applicants a right to a hearing on their applications for station licenses. Whether that is wise policy or whether the procedure adopted by the Commission in this case is preferable is not for us to decide. . . ."

Moreover, the denial of a hearing granted by statute is a denial of due process of law. *L. B. Wilson, Inc. v. F. C. C.*, 83 U. S. App. D. C. 176, 170 F. (2d) 793 (1948).

This does not mean, however, that any person who applies for any frequency at any location is entitled to a hearing before his application may be denied, for there are situations in which the Commission may reject an application without a hearing. For example, if an applicant admits he is an alien, his application will be denied without a hearing because he is disqualified by statute; or, if he denies he is an alien but is found to be such after a hearing conducted on that issue, his application will be dismissed without further hearing.

If an application seeks a license for an unlawful use or purpose, it will be rejected without a hearing. *F. C. C.* v. *American Broadcasting Co.*, 347 U. S. 284 (1954).

Moreover, if an applicant applies for a certain frequency at a location to which that frequency has not been assigned, his application will be dismissed without a hearing as not conforming to the Commission's master plan—arrived at through one master hearing—for the allocation of television frequencies, under which at least one television channel has been assigned to each of over one thousand cities and towns throughout the nation. The actual assignment of channels to operators is by application, but all applications for licenses not conforming to the overall plan are automatically dismissed. This plan was upheld by us in *Peoples Broadcasting Co.* v. *United States*, 93 U. S. App. D. C. 78, 209 F. (2d) 286 (1953), and in *Logansport Broadcasting Corp.* v. *United States*, 93 U. S. App. D. C. 342, 210 F. (2d) 24 (1954).

In the latter case we said, at page 345:

"The fair interpretation of Sections 303 and 307 (b), when read together, is that the Commission may allocate channels among communities either by passing upon specific applications or by way of rule making. Situations are not infrequent in which an administrative agency can properly proceed either through rule making or adjudication: in such a case, the choice 'is one that lies primarily in the informed discretion of the administrative agency.' Securities and Exchange Commission v. Chenery Corporation, 1947, 332 U. S. 194, 203, 67 S. Ct. 1575, 1580, 1760, 91 L. Ed. 1995. After its experience in distributing fm radio frequencies pursuant to an allocation plan, and distributing am frequencies in response to specific applications, the Commission has decided that by means of an allocation plan a more equitable distribution of television channels can be effected. We do not think this was an abuse of discretion. . . ."

In the light of such exceptions to the apparently unqualified generality of § 309(b), the statutory provision means that any citizen who seeks a license for the lawful use of an available frequency has the undoubted right to a hearing before his application may be rejected. [1]

The rule in question here is not a mere announcement that the Commission has adopted the policy of considering, in every case in which the owner of five television stations applies for an additional license, whether the grant thereof would result in such concentration of control as to be adverse to the public interest. The rule goes further and says the Commission will "in any event" treat the numerical limit as the boundary of public interest, and will deny a hearing to the owner of five television stations upon his application for an additional station. Thus the Commission freezes into a binding rule a limitation upon its consideration of the public interest in a respect in which the facts and circumstances may differ widely from case to case. It has decided *in vacuo* that there can never be an instance in which public interest, convenience and necessity would be served by granting an additional license to one who is already licensed for five television stations. The power so to decide has not been committed to the Commission. [2]

It is conceivable that in some circumstances, common ownership of even five television stations, though permitted by the challenged rule, might be undue concentration of control; while in other circumstances, common ownership of a greater number might be compatible with the public interest. But whether so or not must be determined on an *ad hoc* basis, after consideration of all factors relevant in the determination of whether the grant of a license would be within the comprehensive concept which the Act calls "the public interest, convenience, or necessity." Cf. *Scripps-Howard Radio, Inc.* v. *F. C. C.*, 89 U. S. App. D. C. 13, 189 F. (2d) 677 (1951), as to the broad scope of the concept. The selection of a certain number, such as five or seven, as a maximum beyond which no multiple owner will be permitted to go regardless of what he may be able to show in his own behalf, is not only inconsistent with but is contrary to the mandatory provisions of § 309(b) of the Act and, with respect to the applicants described in the rule, would in effect repeal or nullify that important section.

The Commission argues that the challenged rules [3] carry out its established policy of encouraging as many qualified persons as possible to seek broadcast licenses, as the public interest requires maximum diversification of program and service viewpoints; and that they also carry out the general policy of favoring competition which Congress wrote into the Communications Act. The multiple ownership rules are, the Commission says, "therefore a formulation of *Commission* policy in the licensing of stations, which is based in part upon enunciated Congressional policy applicable to radio broadcasting." We are not here concerned with the Commission's *policy* in passing upon applications. We are concerned with what purports to be a binding rule.

However laudable its policies may be, we have seen that the Commission is bound by its own statute and by the requirements of due process to grant a full hearing before denying an application for an available frequency sought by a citizen for a lawful use. We hold invalid the portion of § 3.636 of the Commission's Rules which we italicized in quoting it at length earlier in this opinion, and direct that it be eliminated therefrom. This holding will not prevent the Commission from considering in each case, in accordance with its announced policy, the question whether granting an additional license to one who is already a multiple owner would place too much control in one licensee, contrary to the public interest. But the multiple owner applicant must be given a chance in a hearing to show, if he can, that still another station will not give him such control of communications media as to prejudice the interests of the public.

This proceeding, being on petition for review of the rule making order of November 25, 1953, filed under § 402(a) of the Act, does not bring before us the order of the same date which denied the application of Storer Broadcasting Company for a television station license at Miami—which order was appealable under § 402(b). But, in view of our holding here, the Commission probably will *sua sponte* set aside the order of denial and grant Storer a hearing.

Challenged rule modified and case remanded.

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[1] Cf. *Stahlman* v. *F. C. C.*, 75 U. S. App. D. C. 176, 126 F. (2d) 124 (1942).

[2] Cf. the *Stahlman* opinion, cited in footnote 1, in which Judge Groner said, at page 179:

"If in this case it had been made to appear, as counsel for appellant insist, that the Commission's investigation was solely for the purpose of the consideration or adoption of a hard and fast rule or policy, as the result of which newspaper owners may be placed in a proscribed class and thus made ineligible to apply for or receive broadcast licenses, we should be obliged to declare that such an investigation would be wholly outside of and beyond any of the powers with which Congress has clothed the Commission. For we have previously held that there is nothing in the Act which either prevents or prejudices the right of a newspaper, as such, to apply for and receive a license to operate a radio broadcast station. Tri-State Broadcasting Co. v. Federal Communications Comm., 68 App. D. C. 292, 96 F. 2d 564. Further consideration confirms that view."

[3] Although only § 3.636 of the Commission's Rules, concerning multiple ownership of television stations, is directly involved here, the parties have treated the case as though all three sections of the multiple ownership rules were under direct attack. As the challenged portion of § 3.636 appears *verbatim* in the other two sections, it would of course be held invalid should occasion arise to consider it on the complaints of multiple owners of am and fm stations.

DISNEY'S NEWEST TEMPTS FOUR SPONSORS

ABC-TV's daily series scheduled for next fall is reported to have whetted interest of General Mills, Campbell Soup and Bristol-Myers. Borden also may join list.

AT LEAST three sponsors were reported late last week to be set for participation in ABC-TV's forthcoming new *Mickey Mouse Club*, hour-long children's strip to be launched next Oct. 3 in the 5-6 p.m. Monday-Friday period [CLOSED CIRCUIT, Jan. 10].

The three were understood to be General Mills, Campbell Soup Co. and Bristol-Myers Co. (Ipana toothpaste). Additionally it was reported that Borden Co. (ice cream) had taken a conditional option on a participating sponsorship, the "condition" relating to a possible conflict between the Borden ice cream products and certain west coast ice cream interests said to be held by Walt Disney, producer of the series.

Without mention of sponsorship, plans for launching the *Mickey Mouse Club* series were announced last Wednesday by Robert E. Kintner, ABC president, and Roy O. Disney, president of Walt Disney Productions.

The five-day weekly series (Mon.-Fri.) was signed under an exclusive agreement and will be on the network 5-6 p.m. in all time zones. According to the announcement, the daytime juvenile program is a separate venture from *Disneyland*, the current weekly family tv series produced by Mr. Disney which will continue Wednesdays, 7:30-8:30 p.m. EST on ABC-TV.

Production of the program is underway in Hollywood. The *Mickey Mouse Club*, according to ABC-TV, "is planned as an all-out effort to achieve a top quality tv show for children combining entertainment with information. Toward this end it will be produced with the help of leading scientists, educators, naturalists and similar authorities throughout the world." ABC-TV said Mr. Disney intends "to scour the globe for suitable material to make up the daily programs."

The format, as is *Disneyland*, will be variety, incorporating, ABC-TV said, "every element that has ever held a youngster entranced, from the land of make believe, to the lands beyond the seas, from clowns, animals and music to animated cartoon subjects." The emphasis for older children will be on youth in an adult world.

Mr. Kintner said ABC-TV expects the program to provide "unusual wholesome entertainment for millions of children, and be a sales, audience and critical success" along the experience of *Disneyland*. Mr. Disney commented, "We feel a child's world is a happy world, free from bothers. We would like to make that happy world a happier one still, and this we will attempt to do with *Mickey Mouse Club*, on the ABC-TV network."

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

March 2 (10-11 p.m.): *Best of Broadway*, "The Guardsman," Westinghouse Electric Co. through McCann-Erickson.

March 6 (7:30-8 p.m.): *Jack Benny Show*, American Tobacco Co. through BBDO.

March 17 (8:30-9:30 p.m.): *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

April 6 (10-11 p.m.): *Best of Broadway*, Westinghouse Electric Co. through McCann-Erickson.

April 17 (11-11:15 p.m.): *Sunday News Special*, Norwich Pharmacal Co. through Benton & Bowles.

NBC-TV

March 2 (7-7:30 p.m.) and every Wednesday: *Norby*, Eastman Kodak Co. through J. Walter Thompson Co.

March 7 (7:30-9:30 p.m.): *Producer's Showcase*, "Peter Pan," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey Adv. Agency.

March 9 (11 a.m.-12 noon): *Home*, insert on fish.

March 12 (9-10:30 p.m.): *Max Liebman Presents* "Connecticut Yankee," Oldsmobile Div. of General Motors Corp. through D. P. Brother & Co.

March 15 (11-12 noon): *Home*, insert on Marshall Field's in Chicago.

March 27 (7:30-9 p.m.): Dedication of Burbank Studio, Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

MBS Sells Half-Sponsorship Of 'Game of Day' to Jax Beer

JACKSON BREWING Co. (Jax Beer), New Orleans, which has distribution in approximately seven southern states, has signed for sponsorship of one-half of each game in Mutual's *Game of the Day series* Monday through Saturday on a specified number of stations. Under Mutual's plan, half of each game was reserved for network sale and the other half available to the stations for local sale on a co-op basis. With the Jax order, affiliates have been notified that those stations not used by Jax are free to sell all of each game, Monday through Saturday, on a co-op basis. The network is retaining sales rights to one-half of each Sunday game.

The exact number of stations ordered by Jax Beer was not immediately learned. Authorities also said it was too early to tell how many stations would accept the order.

Mutual also is understood to be undertaking to sell five-minute pre- and post-game series. R. J. Reynolds Tobacco Co. (Camel Cigarettes) has sponsored *Camel Scoreboard* in the post-game slot in previous years and is believed to be planning to do so again this season. Agency for Reynolds is William Esty Co., New York.

Mutual's *Game of the Day* series is scheduled to include 182 games, including pre-season contests and, on regular-season dates when major league teams are not playing, top minor league contests.

No Zone = Delay

COSTLY delay in mail service, brought about by omission of postal zone numbers in business correspondence, is being pointed out to stations, advertisers, agencies and allied fields by James H. S. Ellis, president of Kudner Agency. Mr. Ellis, who also serves on the advisory board for the Post Office Dept. [OPEN MIKE, Feb. 21], suggests that zone numbers be supplied in submitting listings for industry directories, in printing letterheads and billheads and on any other occasion when the company's address is listed.

Amoco Buys Redskins On 65-Station Network

FOOTBALL games of the professional Washington Redskins will be carried next autumn on an 18-state network of 50-odd radio stations and 15 or more tv stations, keyed from WTOP-AM-TV Washington, according to George M. Glazier, advertising director of the American Oil Co. (Amoco gas and oil). Heretofore the Redskin games have been originated by WMAL-AM-TV Washington.

American Oil has sponsored the games for 12 years, "the longest continuous single-sponsor sports series in the East," according to Mr. Glazier. Negotiations were concluded Thursday between George Preston Marshall, president-owner of the Redskins, and John S. Hayes, WTOP Inc. president.

FIFTY or more radio and 15 tv stations in 18 states will carry the 1955 Redskins professional football games keyed from WTOP-AM-TV Washington under a contract signed Thursday by George Glazier (seated), advertising director of American Oil Co.; George Preston Marshall (l), president-owner of the team, and John S. Hayes, president of WTOP Inc.

All road and homes games will be broadcast, with the exception of Baltimore and Washington television blackouts during home games. This conforms to rules of the National Football League. Joseph Katz Co., Baltimore, is American Oil's agency. Plans to expand the networks are underway. Last year's hookups, ranging from Maine to Florida, covered 49 radio and 15 tv stations.

GOVERNOR CALLS PARLEY ON AD FRAUDS IN N. Y.

Conference set for March 15 in Albany to probe alleged fraudulent advertising on radio and television. New Jersey plans to coordinate its plans with New York.

ABOUT 130 persons, representing a cross-section of interests involved, are expected at the New York governor's chamber on March 15 at Albany to discuss the problems of alleged "fraudulent" advertising on the airwaves [AT DEADLINE, Feb. 21].

Gov. Averell Harriman called for the fact-finding conference a fortnight ago to meet growing demands by various consumer and governmental figures, including New York State Attorney General Jacob K. Javits, for action against so-called "bait-and-switch" advertising as well as other questionable advertising practices on radio-tv.

"Bait and switch" refers to the product advertising which later the company's personal representative disclaims and then attempts to sell the customer a "better" (and higher-priced) article.

A bill already has been introduced in the state assembly which would give Mr. Javits the injunction and subpoena powers he has asked for to combat what he has labeled as "misrepresentation" by radio and tv "pitchmen." The proposed legislation would amend New York's General Business Law, Article 22 (A).

N. Y. Broadcasters Invited

Dr. Persia Campbell, who will preside over the conference as the first program in her new cabinet post as Consumer Counselor to Gov. Harriman, told B•T last week that some broadcasters already had been invited to take part in the conference. She said they were selected as representative of various radio or tv groups. They include Michael R. Hanna, WHCU-AM-FM-TV Ithaca, N. Y., who is slated to appear on a "panel"; C. Robert Thompson, WBEN-AM-FM-TV Buffalo; E. R. Vadeboncoeur, WSYR-AM-FM-TV Syracuse, and Gordon Gray, WOR-AM-FM-TV New York City.

The conference also will be attended by law enforcement officers and representatives of the home appliance industry, Better Business Bureau and consumers' groups. Speakers are expected to include Gov. Harriman, Mr. Javits, and Hugh Jackson, president, New York Better Business Bureau.

In addition to "bait" advertising, the conference will be concerned with ad "frauds" in the fields of home freezer food plans and radio and television repair services.

The New York State study developed as interest by states in similar anti-pitchmen action spread through the country. Only last week, New Jersey joined in the crackdown, disclosing it would coordinate its campaign with New York's effort. Two state legislators in New Jersey said they planned to ask Gov. Robert B. Meyner of New Jersey to send representatives of the state's executive branch to the Albany conference.

Meanwhile, the Liberal Party in New York urged a congressional investigation of what it called "abuses of radio and television which mislead consumers."

In its 1955 "national legislative program" circulated to New York members of Congress in Washington, the political party asserted that "specious and false advertising take a large toll from consumers, particularly in the sale of proprietary drugs. Television has brought the old-time medicine show into the living rooms of the nation, with the prestige of being associated on the air waves with thoroughly legitimate business. The more subtle propaganda of the trustified industries serve to mislead consumers into an acceptance of practices which are against their best interests."

The Liberal Party also recommended greater authority of the federal government, to protect consumer interests.

In Brooklyn, a grand jury has been investigating "bait-and-switch" advertising on New York City area radio-tv stations [B•T, Jan. 31].

DISCUSSING a National Brewing Co.-WJBK Detroit contract, which calls for sponsorship of a one-hour Mon.-Sat. evening show for 52 weeks and 1,870 minute announcements are (l to r) Bill ("Boh") Lane, WJBK disc m.c.; Chuck Rosen, executive vice president, W. B. Doner & Co., agency for National Brewing Co. of Michigan; Warren Carroll, vice president-general manager of National Brewing Co., and Harry Lipson, managing director of WJBK.

27-Year-Old Music Show Dropped by Standard Oil

DESPITE commendation from the San Francisco AFL Labor Council and protests from many "good music" lovers in the Bay Area, Standard Oil of California remained firm in its decision to kill it's 27-year-old *Standard Hour* on the NBC western network. (See award story, page 97.)

Officials of the company said, "We've been dialed off the general public's radio—television's just too strong, it's taken the audience."

The *Standard Hour*, a live classical music broadcast featuring the San Francisco Symphony Orchestra and other Pacific Coast musical groups, heard over 22 NBC stations, received less than 40 letters of protest when it went off the air for the summer last year.

New Marlboro Spot Planned

PHILIP MORRIS & Co. today (Monday) begins national distribution of its new long-size Marlboro filter cigarette, which features an exclusive filter tip and new packaging—a box which serves as a cigarette case.

The firm, through Leo Burnett Co., Chicago, will use a spot television campaign which will break about March 14 to coincide with distribution. The cigarette is expected to go into about 100 markets. In addition, the firm will use spots on its two network shows, *Public Defender* and *I Love Lucy*, for further tv coverage.

LATEST RATINGS

ARB

Top Ten Network Television Programs
(Feb. 1-7)

		Ratings
1.	You Bet Your Life (NBC)	56.0
2.	Jackie Gleason (CBS)	54.4
3.	Toast of the Town (CBS)	52.9
4.	I Love Lucy (CBS)	48.8
5.	George Gobel (NBC)	47.9
6.	Two for the Money (CBS)	46.9
7.	Dragnet (NBC)	46.6
8.	Disneyland (ABC)	44.8
9.	Bob Hope (NBC)	43.6
10.	Jack Benny (CBS)	43.0

		Viewers
1.	Jackie Gleason (CBS)	49,830,000
2.	Toast of the Town (CBS)	47,250,000
3.	You Bet Your Life (NBC)	43,260,000
4.	I Love Lucy (CBS)	40,970,000
5.	Disneyland (ABC)	39,030,000
6.	George Gobel (NBC)	38,170,000
7.	Jack Benny (CBS)	37,400,000
8.	Bob Hope (NBC)	36,020,000
9.	Dragnet (NBC)	34,680,000
10.	Two for the Money (CBS)	33,740,000

Copyright 1955 American Research Bureau

NIELSEN

Top 10 Television Programs
(Two Weeks Ending Jan. 22, 1955)
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (P. Morris) (CBS)	16,792
2.	I Love Lucy (P & G) (CBS)	15,896
3.	Jackie Gleason Show (CBS)	15,602
4.	You Bet Your Life (NBC)	15,037
5.	Dragnet (NBC)	14,955
6.	Disneyland (ABC)	14,890
7.	Buick-Berle Show (NBC)	14,678
8.	Martha Raye Show (NBC)	14,079
9.	Colgate Comedy Hour (NBC)	13,725
10.	Toast of the Town (CBS)	13,692

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

Rank	Program	Homes %
1.	I Love Lucy (P. Morris) (CBS)	55.2
2.	Jackie Gleason Show (CBS)	52.8
3.	I Love Lucy (P & G) (CBS)	52.1
4.	Disneyland (ABC)	50.1
5.	Dragnet (NBC)	50.0
6.	You Bet Your Life (NBC)	49.4
7.	Buick-Berle Show (NBC)	48.7
8.	Martha Raye Show (NBC)	47.5
9.	Toast of the Town (CBS)	45.9
10.	Colgate Comedy Hour (NBC)	45.0

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R. J. Reynolds, Gen. Foods Buy Under Extended Market Plan

R. J. REYNOLDS Tobacco Co. (for Winston and Camel cigarettes) and General Foods Corp. (for Instant Maxwell House coffee) have signed under CBS-TV's Extended Market Plan, which extends network program coverage to small-market stations, Terrence McGuirk, CBS-TV's EMP sales manager, announced Thursday.

The addition of these two advertisers boosts the total of national sponsors to 28 which currently have signed for all or part of EMP, he said.

On behalf of Winston cigarettes, R. J. Reynolds has ordered 15 small-market stations (full EMP) added to its weekly *I've Got a Secret* lineup (Wed., 9:30-10 p.m. EST), effective March 2, and the same addition for its alternate-week sponsorship of *Topper* for Camels (Fri., 8:30-9 p.m EST), effective March 4. William Esty Co. is agency for both.

General Foods also placed its weekly *December Bride* (Mon., 9:30-10 p.m EST) on the full EMP. Agency is Benton & Bowles.

Philip Morris Delivers 6.7 Billion Ad Messages

AN ESTIMATED 6,730,800,000 advertising messages were delivered to the public in 1954 for Philip Morris and Parliament cigarettes, according to the annual report for that year released last week by Philip Morris & Co. The firm is co-sponsor of *I Love Lucy* and *Public Defender*, weekly on CBS-TV, *My Little Margie*, weekly on CBS Radio and *Tennessee Ernie Show*, three nights a week on CBS Radio.

Consolidated net sales of $217,008,564 and net income after taxes of $9,098,982 for nine months ending Dec. 31, 1954, also were announced in the annual report. For the nine-month period, the earnings were equivalent to $2.85 per common share on 2,887,233 shares outstanding.

Twelve-month figures for 1954 showed net sales were $282,774,523 and earnings per common share on 2,887,233 shares outstanding were $3.52. This compares with net sales of $294,902,434 and $3.90 per share earnings for the 12-month period ending March 31, 1954.

Negro Radio-Tv Boycott Hopes to Impress Industry

TWO-HOUR BOYCOTT of all radio and television programs by Negroes and other non-whites in the New York area was scheduled for last Saturday as a means of dramatizing a campaign for more broadcasting jobs for non-whites. Leaders of various Negro organizations had appealed throughout the week for support of the boycott, covering the 8:30-10:30 p.m. period, to impress stations, networks, advertising agencies and the public generally the need for "full integration" of Negro and other non-white performers, technicians and employes in the broadcasting field.

The scheduled boycott followed a report made by the labor and industry committee of the New York organization of the National Assn. for the Advancement of Colored People on Feb. 19 which stressed that although network and advertising agency representatives had expressed "sympathy," there was "no improvement" in Negro employment. ABC, the American Assn. of Advertising Agencies and NBC had met with the committee and pledged cooperation [B•T, Feb. 21].

Odell Clark, committee chairman, told B•T the boycott technique probably would be extended through NAACP to other cities as part of an effort to improve job opportunities for non-whites throughout the U.S. He said Negroes were "almost totally excluded from employment in the radio-tv industry," adding the broadcasting industry was not being "singled out" but that the action was part of a pattern for improvement in vital areas. He said radio and tv—particularly tv—are media affecting the public "so intimately" that improvement would be "a real contribution to democratic living" and help pave the way for advancement in other fields.

COMBINATION program-spot announcement contract is finalized between the Coca-Cola Bottling Co. of Charleston, S. C., and WUSN-TV there. G. Simms McDowell Jr., bottling company vice president, signs the 52-week contract with Russell McElwee, station account executive. In addition to an extensive spot campaign, Coca-Cola will sponsor a half-hour segment of a teen-age dancing party.

Nielsen Station Index Begins Operations With 95 Contracts

SIGNING of a total of 95 contracts for the new Nielsen Station Index was announced last week by Arthur Nielsen, president of A. C. Nielsen Co., simultaneous with the publication of the first radio and television local area reports of NSI in the Philadelphia and Los Angeles markets.

Mr. Nielsen said that of the 95 contracts, 45 are radio and tv station subscriptions; 48, agencies and advertisers; two, networks. The NSI reports for Philadelphia and Los Angeles are the first in a proposed series of reports that will cover other areas in the future (San Francisco and Boston in March; Seattle and Chicago in April; Detroit, Cleveland and New York in May, and Pittsburgh and St. Louis in June).

ARF Ratings 'Disputations' Reviewed at BAC Session

"DISPUTATIONS" arising from the Advertising Research Foundation's controversial report proposing standards for program audience size measurements [B•T, Dec. 27, 1954] were reviewed by Dr. E. L. Deckinger, chairman of ARF's radio-tv ratings review committee and vice president in charge of research at Biow-Beirn-Toigo, at the initial meeting of the Broadcast Adv. Club in Chicago last Wednesday.

Dr. Deckinger cited among the "areas of disputation" such considerations as set-tuning standards, household vs. individual measurements, opposition to measurements in public places, and the nature of proposed samples. He also denied charges that the committee favored any single service.

The ARF committee chairman reviewed briefly the essence of the various primary and supplementary standards. He acknowledged that confusion over ratings can't be blamed on the various rating services and said the fault lay with the industry generally. He said ARF tried not to be "equivocal" in its report and that the criterion on various points was "what decisions will serve the greatest good for the greatest number of people for the greatest number of times." He added that while committee members did not have "100% agreement, we did have acceptance." He noted that none of the present systems can meet all objectives laid down by the ARF committee and suggested that a combination of certain advantages of all systems might be the solution.

Bayuk Cigars Buys I. Lewis

BAYUK CIGARS Inc. last week became the largest manufacturer of cigars in the U.S., in terms of units, through acquisition of the I. Lewis Cigar Mfg. Co., Newark, N. J.

"Bayuk will now have leading brands in every price category from 5 to 35 cents," Harry P. Wurman, president, pointed out.

Both Bayuk Cigars and Lewis Cigars are radio and tv advertisers. D'Arcy Adv., New York, is the agency for Bayuk. Lewis Cigars has been serviced by Milton Lewis Inc., Newark.

SPOT NEW BUSINESS

Procter & Gamble, Cincinnati, for newest toothpaste, Crest, will conduct spot tv test in three eastern markets starting early spring. Agency: Benton & Bowles, N. Y.

Ludwig Bauman-Spears (household furnishings chain), N. Y., purchases 52-week saturation campaign on personality program of WRCA New York, starting March 7. Agency: Getschal Co., N. Y.

NETWORK NEW BUSINESS

Anheuser-Busch Inc. (Budweiser beer), St. Louis, to sponsor *Damon Runyon Theatre* on CBS-TV (Sat., 10:30-11 p.m. EST) effective April 16. Agency: D'Arcy Adv., N. Y.

Kent Cigarettes Div., P. Lorillard & Co., N. Y., to sponsor new live half-hour drama, *Adventure Theatre*, debuting on CBS-TV April 3. Talent Assoc., N. Y., is producer of program. Agency for Kent: Young & Rubicam, N. Y.

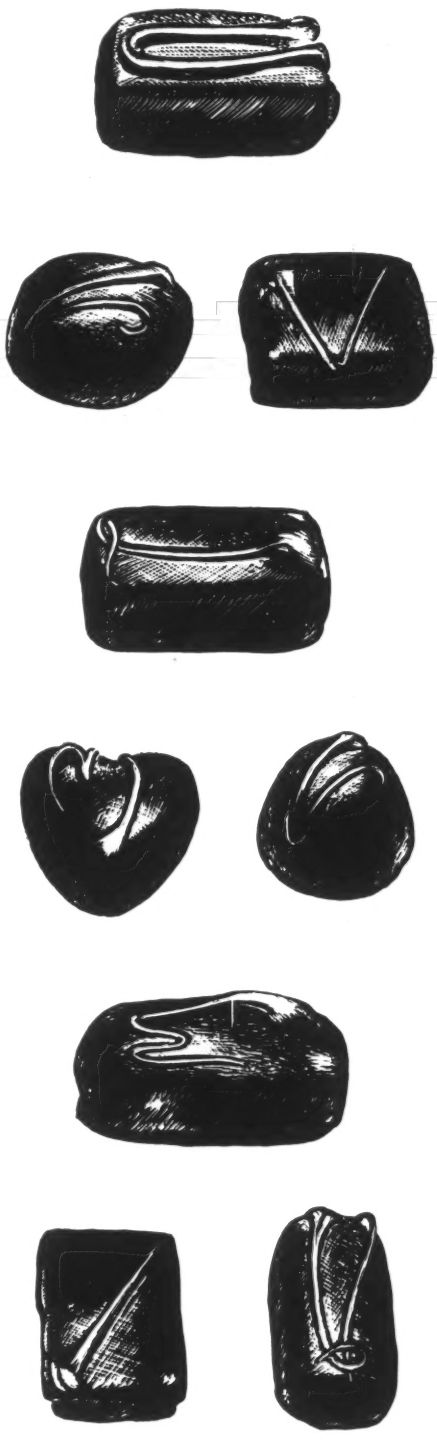
A&A PEOPLE

James P. Cody, vice president, Burton Browne Adv., Chicago, promoted to executive vice president.

Phillip C. Kenney, media coordinator, Kenyon & Eckhardt, N. Y., appointed associate media director.

Sam Morgan, formerly product advertising manager, Swift & Co., Chicago, to Clinton E. Frank Inc., Chicago, as account executive; **Dean Lierle Jr.,** copy staff, Earle Ludgin & Co., Chicago, to copy staff; **Robert Forbes,** formerly

(A&A continues on page 54)



each one is different

Coconut cream or chewy center . . the marks atop quality chocolates can tell you at a glance how each differs from the others. Not so easy is discerning the vital differences that make quality television stations outstanding, each in its own character of community service.

Recognizing these differences (and interpreting their merits to national advertisers) is the major part of quality representation. It demands a caliber of skill individually shaped to each station's needs — and the kind of full-time, *exclusive* attention to television that attracts quality TV stations such as those listed here.

It's a distinguished group, each one different except in their common appreciation of what quality representation means. If you share their standards, you may want to know more about ours.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

Being **FIRST** *is a habit*

KSTP-TV is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and *first* in audience.

In average weekday program ratings*, KSTP-TV leads *all* Minneapolis-St. Paul TV stations from 7:00 AM to 10:15 PM week-in, week-out.

KSTP-TV gives you greater coverage of the nation's 7th largest retail trading area than any other station . . . a market which commands FOUR BILLION DOLLARS in spendable income.

KSTP-TV has earned a listener loyalty through superior entertainment, top talent, service and showmanship that means *sales* for you. That's why it is *first* in ratings. That's why it's *your* best buy.

**Combination Telepulse, ARB, weekly average, November, 1954.*

KSTP-TV 100,000 WATTS CHANNEL 5

MINNEAPOLIS-ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

B•T INTERVIEW

WEAVER

WEAVER SCANS THE WAY AHEAD

ANOTHER B•T "first" was chalked up this month when NBC President Sylvester L. (Pat) Weaver sat down with B•T editors at our Washington headquarters and answered their questions regarding current trends in broadcasting. A spool of magnetic wire recorded it verbatim, not missing a single question or answer, cough, laugh or awkward pause. Transcribed with a minimum of editing, that record is published here as the first B•T roundtable interview.

Q: Everybody's asking what color is going to cost. Have you established a rate card for color as against black-and-white?

A: Our production rate card is for both color and black-and-white, and there is no differential between the black-and-white and color. There's an interconnection fee and that's all.

Q: Will that be a set rate?

A: I hope so. That'll be in the future. I've always thought that color rates would be like the black-and-white; there's no difference in charges for an advertiser between the home with a small screen and the big screen. You know, it's all part of the technical development of a medium—television. Color will have a lot more impact than black-and-white, it's true, but so will a man with a 27-inch screen, perhaps, get a lot more impact than a man with a 10-inch screen. But we count them both as the same people. So, as the medium itself can afford to take general increases, I think we will cover the additional cost that way, rather than ever getting to a two-circulation figure.

Q: Under that system, why should an advertiser use black-and-white? Won't he always take color if the price is the same?

A: Exactly, except his production charges will be higher, and there's the interconnection fee. I don't know that he'll have the option of going to black-and-white in the long run. I think this will certainly be a color service. I don't think there will be any black-and-white.

Q: Do production costs run any higher?

A: Yes. They run higher. I'd say 25% higher.

Q: That's show for show — it costs you 25% more?

A: Something like that.

Q: Color in newspapers carries a minimum increase of 25% and magazine color usually runs about 50% more than black-and-white?

A: Of course, you're delivering color to all of the people. With our case, if we get into a double circulation count, we'll have a color circulation and a black-and-white circulation. You see? Then the advertisers would much prefer to pay us a bonus on color circulation, to buy sets as they come out. This would be a very complicated and possibly erroneous way to operate the transition to the color system.

Q: If there is only one charge and the advertiser wants black-and-white, won't he demand a discount?

A: Well, he won't get it. He can demand whatever he wants. What are the real costs? All those costs are going to be paid or they aren't going to be in color. The distribution of programs over telephone lines will be paid for extra. What is the cost at the local level? I don't know what it is going to be. If you go to two rates, a color rate and black-and-white rate for time, then the color rate will be bound to the number of color sets. So you'll go through a period of time with rates changing all over the place and . . .

Q: Isn't that the operating procedure in the advertising field?

A: With a difference, though. When you have a color ad in a magazine everybody who isn't color blind sees it. When you have a color program on television nobody sees it in color except the people with color sets. Do you think the advertisers are going to pay for the color sets compared to the black-and-white sets? Do you think that? We'll build a business on a basic rate. We'll get color circulation. With that additional impact our rates can go up.

Q: Have you talked to your contemporaries in the network field as to what they propose to do ratewise?

A: No.

Q: Well, now, maybe the problem here is a question of terms. What you're saying is that rates will not go up?

A: I'm not saying they would not go up. They're not going to go up for color.

Q: As more and more color sets are out they become more valuable? In other words, you picture a transition until all your programs will be in color?

A: Yes, that's a long time of course. But what I'm saying is this: I think where you are looking at a rate card—like *Norby*, the fellows at Kodak are saying, our rate is a million sets, so we pay the color bonus for a million sets. Then we go to our affiliate in, say, Ashtabula and he counts how many color sets he has and he has his gimmick in there; and everyone is running around checking and the whole thing is a mess.

Now, I'm saying, a million color sets have the power that a million thirty-inch screens have—more, even. But that way of trying not to isolate your circulation into fragments, with varying degrees

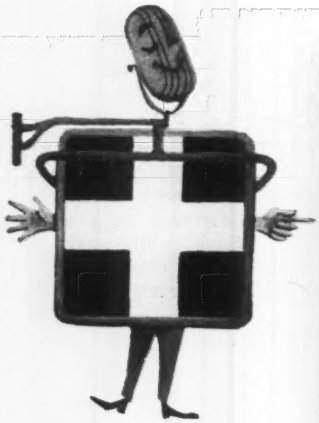
A FEW PAT IDEAS

ON TV:

- **Advertisers need it to stay in business.**
- **No extra rate for color.**
- **It must not be advertiser-controlled.**

ON RADIO:

- **Another round of rate cuts possible.**
- **Radio needs network radio.**
- **No room for 1,400 d.j. stations.**



X-RAY OF A QUEEN

To assure a successful operation, a surgeon first checks the inside facts with a fluoroscope or x-ray. And what x-ray does for the doctor, the 600,000 IBM cards compiling the J. A. Ward survey can do for an advertiser. With them he can, for the first time, assure a more successful business operation.

Here, for example, is an x-ray analysis of one of radio's most influential daytime radio shows—QUEEN FOR A DAY; heard five days a week on Mutual coast-to-coast (11:30-12:00 noon):

First—a big audience—2,487,000 daily listeners on the average. And remember, these are people listening, not just sets tuned in.

Second—more than 75% of all shopping is done after QUEEN is heard. QUEEN's listeners make most of their purchases while the commercials are fresh in their minds. And more than a third of them hear it regularly in the kitchen. You can help make up their minds while they're making up shopping lists.

Third—nearly 70% of QUEEN FOR A DAY's audience can not be reached by any television show no matter how popular, because 1,721,000 of them simply do not have TV sets.

This x-ray shows what P. Lorillard gets for its Old Gold on QUEEN FOR A DAY in its fourth year of sponsorship. There's still room for a companion advertiser five mornings a week.

Let Mutual's Mister PLUS develop the picture further for you.

MUTUAL BROADCASTING SYSTEM
1440 Broadway
New York 18, New York

of impact, has served very well and is a much more sensible way to go ahead. I'm not saying that this is agreed to by everybody; we haven't gotten into it. We're working now. It is the way I think we can make the transition with the least amount of wasted effort. And get our proper value for what we're selling—on an equitable basis.

Q: Don't you depart from your magazine concept?

A: No, you don't. Because you're still saying that the advertising people will not see through what you're saying, which is: you can pay extra for color when you don't deliver color. Because that is not going to happen. You aren't going to get 25% extra for color when nobody can see it. Are you?

Q: The advertiser has the option of buying it. This is the rate. He knows what he is getting.

A: When he buys color in the magazine he gets color in the home, except for people who are color blind. When he buys color on tv he gets black-and-white in the homes, except where they have color sets. He knows that. There's no use for us to set up some forward plan on the basis that the advertising people are not going to be "hep." They're going to see right through that. That's a lovely thought, but it just wouldn't last five minutes in the agency business. We're dealing with the top marketing people in the world, the advertising agencies.

Q: Then, their costs in color are just the extra production costs?

A: And interconnection. And, as the medium has more power to deliver, when you buy it, you have to pay for it.

Q: Two years hence, ten years hence, do you feel that the trend in network programming will be toward the big show occasionally, more of the "spectacular" type presentation, and less of the regularly scheduled once-a-week, half-hour, same-time, same-station program?

A: Even with the "spectacular," you have the same-time program, same-station, three weeks out of four. I think that we would hope that the different kinds of entertainment that we would offer would continue to extend themselves. But that does not mean that you'd ever be less than three out of four except in special circumstances, like the Sunday plan we announced, where you have two *Wide Wide World,* one *NBC Opera* and one Maurice Evans drama, all 90 minutes in color, where you'd have something quite different each week.

We think television is going to have the forms where advertisers can find ways responsive to their needs to spend their money and where we can do the programming that will attract light viewers as well as heavy viewers, mainly bringing in people who will not work in television every week and also more creative groups doing more shows through our facilities.

Q: Hence achieving a greater variety of presentation?

A: Right. The "spectacular" is really a 90-minute form through which we can do anything in the world with any producer in the world, any cast in the world, whatever a person thinks will get an audience. Go back to what we did before, back in the days when we passed Columbia, before in 1950 when they had not only all the hit television shows, they even had all the stars, the radio stars, all of them. We had none of them, none under contract. If we had caught all the people we used on the *Comedy Hour* and the *All Star Review* in shows of their own, that would have taken about six hours a week, if we followed the Columbia formula. Instead, we had them playing through two hours and the other four hours we had for other shows.

Now, that type of attempt to get a broad group of creative people funneling through a limited number of time positions is basic to the magazine concept at its audience attraction side and the advertiser has to know what he can buy or he won't support these things. Therefore, you must set the formulas up like "spectaculars" on an organized basis or he'll never think of it himself. It won't be responsive to his needs, so we have to do it.

Q: This gets right back to your "magazine" concept, doesn't it?

A: Absolutely. It's really a concept that all money to be spent in promotion will be increased as part of our incentive economy as it develops. More people are reached by broadcasting than the printed media and they are really reached in more different ways, now that you have pictures and now that you are getting color. The only thing is—the radio formula was a very restricted national advertising formula. In a large part, purposely restricted by those of us who were in it because it was very effective for a top group of advertisers. There wasn't any particular pressure to cut everybody else in on the melon.

SPECTACULAR: "A 90-minute form through which we can do anything in the world with any producer in the world, any cast in the world, whatever . . . will get an audience."

Q: Is there a reason why you are thinking along these terms? Do you need money?

A: We need more money, certainly. There are two reasons. One is that you do want the money because you can then have a better service and a more vital medium. The other one is a question of equity.

Television is so much more important than radio was that, while it really didn't matter if the big advertisers took over radio, they did have a way of selling their goods effectively. That's not true in

television. If television were limited, for instance in the soap field, only to the big three, the other companies would go out of business, literally go out of business. They could not compete without television, in terms of selling. This is something the other media may not believe, but I'm sure it's true and I am sure that most agency people would agree to it, too.

Q: It was also true in radio, wasn't it?

A: It's true that the other brands, the smaller companies, did use radio in one way or another, but it wasn't vital.

Q: The Alka-Seltzer Co. started from scratch and practically consumed the entire headache market, didn't it?

A: Yes, I see what you mean. In certain lines that moved into radio, they did absolutely take the entire market with broadcast advertising. I thought you meant that radio insured the position of the top people. I think that is true, but television is just so much more powerful. I don't think your Manhattan and Los Angeles Soap companies, White King and of course, Fels Naptha, if barred from television, would be able to compete successfully in the future years.

Q: Is there also an element of enlightened self-interest? You wouldn't want television to be considered a monopoly or permitted to be a monopoly of the larger advertisers?

A: Yes. Regardless of the government's position, it seems to us it would be wrong to set up a form that automatically strikes out most of the advertisers. Isn't it much better for the advertisers and, therefore, for the big companies, too, because it will reduce their costs and they'll reach more people, to set up a strongly supported system, which we've got?

NEW, HARD, COMMISSIONABLE DOLLARS

Q: In your Detroit speech you suggested what might be an interesting concept—getting advertising support from the heavy goods industry. Do you mean institutional advertising?

A: Yes, except that the curse is the word "institutional"—which comes historically from the fact that there are a lot of businesses that fundamentally think of the manufacturers they supply as their customers. They have no real relationship with the consuming public, and that's the way it's been all through history. But I think something new is coming that is going to change all that. I've talked to enough of them to know that this is something we can sell and it will be a great thing, I might say, for the trade—certainly, for all advertising people and information people, whatever line they are in.

It comes about for this reason: If you're in a consumer goods era where the promotion pressure is hard and high on the consumers, those who do the best will get the biggest share of the market. Therefore, manufacturers who are not doing a good job in selling their lines will collectively ruin a given category of business.

For instance, if the rug manufacturers don't do a good promotion job—so that instead of buying rugs people buy color television sets, new cars, appliances for the kitchen—pretty soon the people who are interested in the rug category, not just the consumer, the last unit, but the other people, will move in to promote the use of rugs in American homes, or homes will be rugless. It will just be that simple.

You can go on to Bethlehem Steel and to the locomotive people as railroad travel falls apart. When travel itself builds up you'll see some product categories losing money because people say, "Let's not buy that; let's go to Mexico." Now to combat that, the people who are selling a product are going to increase promotion, and the people supplying the people who sell the product are going to start promoting, and they're the blue chip capital goods companies with these tremendous dollar volumes and virtually no sales cost. That money, supporting the major categories, will in itself mean a tremendous increase in dollars, hard dollars, new commissionable dollars for the agencies and new support for the media.

Q. You would think of this as sort of an extension of the type of thing U. S. Steel is doing with its dramatic show?

A: That's right. U. S. Steel in a way is supporting the categories with which it does business. It is more than institutional. The old idea of institutional in the sense of—in appreciation of our profit position we bring you tonight a concert—is really not what we are talking about. We are talking about the heavy goods people looking at the end result of how their business is going to be, depending on consumer demand, and saying, "We are not going to leave it to our product advertisers; we ourselves are going to actively promote the area or category in which we are interested."

Q: Take the American Assn. of Railroads . . .

A: A great deal of the money will be spent through associations. I think they will have a big jump.

Q: Can you visualize this new class of advertisers you've been talking about—the heavy industry or the supplier of raw materials or semi-finished fabricated products to consumer goods producers—as being primarily users of programs or participations in programs?

A: That would depend, I think, on whom they were trying to reach and what they were trying to say. It would not be institutional, again, in just the sense that they are spending their money for nothing, for just some vague feeling of thanks. It would not be that. This still would be a marketing job.

They are protecting their business by seeing to it that the public spends money in the category in which they're interested. How they best do that will depend on their business, who they want to reach, and whether it needs to be frequently or whether it could be on an occasional basis. There'll be a spread.

For instance, it's quite possible that in the course of bringing such business in, where the messages particularly at the beginning won't be articulated, it will be new. Opinion influencing groups could be reached better through, let's say, the operas or the *Wide Wide World* or the new *Maurice Evans Show* than through participations in an entertainment program, straight entertainment. I think that would be likely as a matter of fact.

It would be somewhat out of character to go out of *Martha Raye* and into a pitch by the Baldwin Locomotive company. I don't see quite how we'd handle that. On the other hand, a participation would be desirable in a series of Sunday afternoon shows aimed at the big audiences, but with quality entertainment, and thinking particularly of the opinion-influencing group in America—the people that you reach with your *Harper's* and *Atlantic* and your news magazines and so forth, but vastly extended—including all the preachers, the teachers, the lawyers and the professional people.

Q: Are you getting away from brand names entirely in this?

A: In this category they might mention brand names. If you were the company that made the manufacturing machinery for the rug people, you might mention the carpet companies that you serve. But it will be like Reynolds Metals mentioning the products they package for. You see, they're doing it, really. In addition to selling Reynolds Wrap, their own basic consumer product, they are using it to try to push forward their business of packaging with aluminum.

Q: I assume this has progressed beyond the thinking stage. Have you any particular prospects in that category of advertisers?

A: We have talked to a few. I don't know that we have any that we would want to have listed because it might stop the sale. It might be premature.

Q: You mentioned the need for more money to do the optimum

television job. How does the money picture look to you now?

A: We still have the same problem, which is the way the business has grown up. The stations are very profitable and the networks are not.

Q: That was the radio story. Are you finding the same thing in television?

A: The radio networks were prosperous until television. The set-up is not comparable. The stations never made big money in radio the way they are making it in television.

Q: The chips are bigger in television but the ratio of return was pretty good in radio, wasn't it?

A: I doubt if it was anything like it is in television. Now, since the stations are making all the money, it has been our plan with our affiliates from the beginning to try to support the ideal of a great network. In other words, to try to set up patterns whereby the network had more strength and more prosperity in order to do the things that ought to be done with special programming.

You cannot build a service for 100% of the people with conventional entertainment. It just will not work. You can have a few hits that will reach them all. The rest you have to do with some other kind of programming, which is the reason for so many of the things that we've tried to do at NBC.

HEAVY GOODS INDUSTRY: From it can come "a tremendous increase in dollars, hard dollars, new commissionable dollars for the agencies and new support for the media."

Essentially, from the beginning, at NBC we have appealed to the stations not to cut back on us too soon, to let us have the resources to keep on doing the good things because our margin of profit has always been so low and still is. If, through whatever force, we have to change the method of our operation and our present amount of resources is cut back in any way, it can only mean a degraded service.

Q: The matter of option time is one of the points made in the Plotkin Memorandum [B•T, Feb. 7]. Do you think you can revise the present option arrangements and still do business?

A: I am not going to address myself to the points of the Plotkin Memorandum. Those are points that will be covered presumably in a thorough inquiry into the facts. Until that is made I think it is premature for us to become alarmed by any points that are raised and we're not going to make any statement.

Q: Do you think the Plotkin Memorandum is one man's opinion?

A: I think that would be a comment on the Plotkin Memorandum if I answered that. We are on record as to what we think a great network service should be. We know that today we are greatly handicapped by not having the resources to do the job. We know that if we do not do it, and I include Columbia, the American public will suffer from a degraded service and from the reduction of the instrument to the toy in the living room—which will happen if the pressures of the immediate needs of advertisers become the primary need. This is nothing against the advertisers. If I were back as one I would do exactly the same thing. It's not up to them to run the information schedule and service of this country. It's up to the people who run the information business.

Q: In the evolution of network radio, the agencies arrogated more and more of the production function. Are you trying to avoid that in television?

A: Yes. I think you have to look at what historically did happen. As the networks developed, back 20-odd years ago, they did not have the resources and the personnel to be able to spend enough money and time, for instance, to concentrate on a program for General Foods in one half-hour. If you went to NBC or CBS in those days you just couldn't get enough time on your problem.

Now as for General Foods or Young & Rubicam—and I'm speaking now of one I was in on—it was worth immense amounts of money for just that one half-hour. What happened is that the agencies took all the good men away from the networks. They concentrated personnel and effort on a single show where the network had 18 hours a day, seven days a week, to worry about.

The result was a gradual transition in the business in which the agencies exploded the business upward much faster than it would have been built if the networks had run it according to their own capacity to do so on a profitable basis. The networks profited as a result of that. The men who did that are all fellows you know. I'm one of them. We did that because it was good then.

But when television started, it was easy to see that that would not work again, because it's a different thing. Television as a communications instrument should not be planned as an advertiser-controlled medium. At least, a lot of us think it should not. This has nothing to do with the advertiser particularly. It has to do with what you can do with television. But to do what you can do you have to develop a broad pattern of services and different network policies than we had in radio.

THE MAGAZINE CONCEPT

Q: In other words the "magazine" concept?

A: The "magazine" concept is implicit in order to serve all segments, not just heavy viewers; in order to serve all advertisers, not just blue-chippers. Get a balanced schedule and keep the thing going up, but keep putting money in that you are not required to spend in order to improve the service—something you can never do if you're a stockowner-held company. You just can't spend money like that unless you are making money.

Q: Your nighttime schedules are pretty much sold out now, are they not?

A: Yes.

Q: The more desirable time periods are not sales problems, particularly, at this stage, even at current television prices, isn't that so?

A: Yes, that's true.

Q: In terms of direct revenue, are the "spectaculars" paying off?

A: No. They were not put in to pay off in terms of direct revenue. They are certainly paying off as far as the television industry is concerned, as far as the trade press, as far as the selling of television sets—black-and-white sets.

Q: Are the color shows paying off?

A: The "spectaculars" are color shows. But what has happened, and I don't think it's particularly remarkable, is that the manufacturers have not come through with color sets available at the dealers

No. 1 in Philadelphia

Mac McGuire and KYW

Mac McGuire has been Philadelphia's top-rated disc jockey for ten years. Tremendous listener-loyalty over the years has made him No. 1 on three different Philadelphia stations. And KYW is strongest of all! Latest Neilson shows KYW has the largest share of audience in Philadelphia—daytime and evening—6 AM to midnight!

But having the most listeners is only part of Mac McGuire's success story. He's a super salesman who stays *close* to the folks he's trying to please. McGuire spends more time answering mail, makes more public appearances (with his own band), makes more client calls, than any other radio personality we know of.

And no matter what spot you get, Mac still produces more sales for clients than any of his competitors. McGuire's Musical Clock (6:30 to 9:30 AM Monday through Saturday) is an easy-going, all-request show . . . sprinkled with time checks, weather and news reports. His winning personality shines brightest with his occasional bits of "poetic injustice" that delight his listeners.

He'll sell more of your product, too. Try him and see. Call Bob Teter, KYW Sales Manager, at LOcust 4-3700, or Eldon Campbell, WBC Sales Manager, at PLaza 1-2700, New York.

KYW

Philadelphia

WESTINGHOUSE BROADCASTING COMPANY, INC.

KYW • WPTZ, *Philadelphia;* **WBZ+WBZA • WBZ-TV,** *Boston;* **KDKA • KDKA-TV,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.; all other WBC stations represented by FREE & PETERS, INC.

WBC

—well-promoted and for sale at any price. RCA is just about the only one, and one manufacturer can't do it all by himself.

Q: Has there been any slowdown in color set production or delivery? What has happened?

A: People have announced that they were going into color set production, but the sets have never showed up. From my side, as a broadcaster, we expected a certain flow of sets and we haven't got it. We still have the RCA flow of sets and we have one great advantage we didn't expect so soon: the sets that are out today are good forever. They're great, 21-inch, wonderful sets. But still you don't have Motorola and Columbia and the rest of them making sets in volume. There are people who say, "I am going to see *The Women* tomorrow night on color" and "I saw a color show, dear. Go down and buy me one of those sets at the dealer's." There isn't a follow through, without which you'll never get the thing really going. This is in degree. Of course there are some in some places.

Q: What happened to your idea of putting *Tonight* on in color so that all the bars would have color sets?

A: For one thing, the bars have no color sets to buy in any volume. There are only the RCA sets and that's all. The real reason is that it turned out to be too complicated and would tie up the Colonial Theatre. We didn't do *Tonight* in color for practical reasons.

A 'WHAMMO' ONCE A MONTH

Q: What have the "spectaculars" done for black-and-white sets?

A: What happened was that television had had a series of seasons that were like radio, where occasionally new shows would come up that were hits or new people would appear. But we went into a pretty solid new season trying to set up this concept where you would have larger units of time than 15, 30 or 60 minutes and in a new kind of use for advertisers.

In other words, the "whammo" once a month, basically. This is something that's good in advertising. Therefore it's good in television. This was the thinking behind the "spectaculars." When they hit, they got so much promotion and publicity, even though some of them got bad reviews, that the general approach of the people, who were perhaps going to wait for color or just not buy television and buy something else, turned. More television sets were sold than ever before in any given year.

And this was the year that the manufacturers all expected to go on their ear, you know. They expected a real bad year. I would guess that they are thinking again exactly the way they thought before. In other words, they are saying, "This is great. Now the thing to do is to hope that color doesn't get going and that we keep on having these great black-and-white years because when color does get going we're going to be forced to have an awkward period where everybody suddenly wants to wait for color." Undoubtedly that awkward period is going to come. That's not our business. Our business is to build a great broadcasting service.

Q: There are no sets. What's it going to take to get these sets rolling would you say?

A: I think RCA will force it this year. I don't think there is any question about it.

Q: That means exploitation, doesn't it?

A: I don't think it has to be exploited very much. I think actually that the 21-inch sets seen by the people, with the shows we now have, will create the chain reaction that will force color throughout the industry.

Q: Even with continuing prices?

A: Yes, I think so. This is, of course, a matter which I don't happen to know intimately, but I just can't believe that the luxury travel, the wealthy, the carriage trade, could conceivably decide to spend for something besides the RCA 21-inch set with our "spectaculars" and some of the other color programming right now, if they could see, if they had any real exposure to it. But so far, it's all talk to them. They've never seen it. We say more than four million people have seen color. That's true, but they've seen it under very difficult circumstances. It's not available. It isn't being sold. You can't walk in and buy a set if you want one.

Q: Aside from the spectaculars, what is NBC offering in color?

A: *Norby* is in color. *Home* and *Today* have color inserts. Of course, this again is a matter of theory. From the beginning, in setting up the color plan for the introductory year at RCA and from then on, I have never believed, personally, that an extended schedule in color is the thing that will sell color. What will sell color and get the money out of it is when people see these events and realize what a tremendous difference it is between what they have been used to.

It's not just seeing a conventional show that they like in color that's good but, when they see the *Naughty Mariettas* in color and when they see *The Women* in color, they realize that this is a whole different story. This is big time and that isn't. Then they're going to buy.

Q: The next really major special event which television will be covering will be the political conventions of next year, won't it?

A: We think "Peter Pan" [to be colorcast on NBC-TV March 7, 8-9:30 p.m. EST] will be the next major event.

Q: I mean the next public event. By convention time would you feel that there might be a substantially larger number of color sets out?

A: Oh, yes.

Q: Would that just push it over the cliff?

A: The thing would go like a house-a-fire. The only question is when.

Q: How about radio? Where are we and where are we going?

A: Well, we have a number of new things in radio, one of them that we've had a lot of trouble in trying to work out, which I think will be announceable in '55, perhaps even by fall. This will, I personally feel, give us basically a five- or ten-year view of radio as a business that was going up—restoring its place as a service in the American home so that it is no longer an afterthought or something that we get around to. [EDITOR'S NOTE: Perhaps even sooner than fall. NBC Executive Vice President Robert W. Sarnoff told NBC radio affiliates 10 days ago that some specific proposals for "strengthening our network radio service" can be expected in the near future.]

This is a solution of its present problems on what might be called a problem-solving-basis, seeing then if we can put the thing together and sell it to the affiliates. We're right in the middle of it and I can't really define it without tipping our mitt, which we don't want to do. But it is something that will be coming along.

Q: Would you say it would be a departure from the conventional concept?

A: We call it a revolutionary concept, but it would not be too difficult to live with. It is one of those things that you really have to say "there it is," in order to properly evaluate it. It's one that I was hoping you wouldn't bring up.

Q: Is it the press association concept—getting paid for every service you render?

A: No, no.

Q: Have you asked any of the affiliates to get into the discussion?

A: No. The kind of people I've talked to . . . If I told you who they were you'd know what the idea was. So we'll have to stall you on that.

NOW A buy that makes sense!

One Order delivers

the Negro population of the South's 3 largest Markets!

..cuts cost, too!

Negro Radio South brings you:

- **A COMBINED NEGRO POPULATION OF 1,200,620**
- **A COMBINED TOTAL POPULATION OF 5,469,194**
- **A COMBINED BUYING POWER OF $8,417,698,000**

Negro Radio-South covers these markets:

- **Fort Worth-Dallas through KNOK (formerly KWBC)** 1000 Watts Days, 970 KC
- **New Orleans, La. through WMRY,** 500 Watts Days, 600 KC
- **Houston through KCOH,** 1000 Watts Days, 1430 KC

The listeners delivered by Negro Radio South add up to the most powerful Negro radio buy available in the South today! 1,200,620 is the population figure as taken from the 1950 Census. *Actual* populations in these three markets have since *increased 25 to 75 per cent!* AND, Negro Radio South's "Combination Rates" cut cost-per-listener substantially — make NRS an even better buy!

Represented Nationally by:

Gill-Perna, Inc.
Lee F. O'Connell for West Coast

Represented Regionally by:

James Ayres, Glenn Bldg., Atlanta, Ga.

(Sources: U. S. Department of Commerce 1950 Census and 1954 Survey of Buying Power.)

negro radio South

Q: Are the affiliates going to get more money, or less, out of it?

A: We figure that the affiliate who is associated with a prosperous national network will certainly get a great deal more out of it. We have to face continually losing, retreating action—which is still going on, as you know. No matter what we may like to think, the fact remains that the old conventional sponsors are still the ones who are supporting Columbia and NBC and ABC, and most of the business that we all have is the business that we had five years ago, minus the ones who've left us. It's not new business. That means that it is unhealthy for both of us. We have gotten new business, more I think than anybody else. We have recovered our position at NBC at night so that we're ahead of Columbia.

But, that still is no future. You don't look at a company that has that kind of a record and say, "well, gee, we're great," until there is more business coming in, that at least equals the business you've held from the old days.

Network radio could stop. I certainly think it would be the tragedy of broadcasting to have the great national service stop, mainly because of its nature of being a corollary to television in terms of an electronic service for all the homes all the time. I think we certainly can afford to, and can, use radio as a great service, practically a 24-hour service, actually. But, again, you are not going to be able to support something the country needs and should have unless it is prosperous.

SPOT IS ONLY MOMENTUM BUSINESS

Q: When you say network service are you talking in terms of four networks—all radio networks?

A: I have been concentrating on NBC. I don't know about that. I think that people are living in a fool's paradise who take a look at last year's results and try to draw any conclusions without putting them in context. First, the fellows who see local business filling network reduction of time sold, because the local business could never get premium time on network franchise stations. After dying for it for 25 years, finally, they get it. And national spot too, with the changes in the rates, etc.

There are a lot of ways as the network structure diminishes that, naturally, local and national spot business will fill that gap. But that's only a momentum business. It has no real strength of its own, none. Therefore, the local station business will also go to pot if national networks don't support the service. There is not room for 1,400 disc jockey stations in this country.

Q: Spot volume in 1954 was down from '53, too.

A: And it will keep going down if the networks don't resolve the basic problem, which is vitality of the service for the public. Basically, what makes radio a worthwhile leisure time activity? It is not going to be the atomized structure of local stations and regional networks and Quality Groups and that sort of thing. It just won't work.

Q: Do you think there is going to be another round of rate cuts?

A: I think it's quite possible.

Q: What happens if your affiliates don't buy this new idea of yours? Have you other positions to retreat to?

A: It isn't going to be that complicated, I think. I think this—that the boys in the radio business are beginning to understand now the realities of the business and what has happened to it. Therefore, I think that they would be extremely interested in any intelligent solution that they could have confidence in and look forward to. There have been a number of them, as you know, who have said very vociferously that there is nothing wrong. You know, that type of approach that the movies took. Instead of solving their problems, they pretended they didn't have any and that they'd all go away. This is over, and I think most of the recalcitrants are coming along and we will soon be able to build a service to make sense. On the other hand, there is not much inducement, except idealism, for the networks to keep on losing the money and fighting the battle with all the other problems.

Q: Was this new concept worked out in conjunction with the Swezey committee appointed some time ago to make an economic study? [EDITOR'S NOTE: Robert D. Swezey, chairman, NBC Radio Affiliates Executive Committee, also heads the five-man subcommittee set up to study the network's economic future (B•T, Nov. 29, 1954.)]

A: No. We've been following conventional and unconventional thinking about different things. This particular solution would not, however, have been touched on by us with them. It's not in that stage.

We're talking about two different things here. One is a plan and the other one is a general attitude of the affiliates toward radio. I would think that as time goes on they would become more and more anxious to have the radio network find a solution, instead of always taking the attitude that the network is trying to get something from them, which I'm sure is their traditional attitude. As far as the solution we have figured out for am, it is not one that would involve too much station trouble.

Q: Have you decided where you're going to apply for your second uhf station? There has been some talk about a little trading between Westinghouse and NBC—both in Philadelphia and Cleveland, and possibly Washington.

A: I've seen that in your magazine. No comment.

Q: What about television talent and production costs? I heard a figure mentioned the other day on long-term talent commitments by the major networks—in excess of $90-100 million in the case of NBC.

A: Well, you know you can do anything with figures that you want. You sign up a contract with a 13-week payoff, or for $2,000 a week for a star, and his manager will announce the entire seven years with full program costs, including the summer show bought through them as the deal. Now you take the figure, it's either $26,000 on one side, or its $7,350,000 on the other side. It's adding the $7 million up that you get 90. You could do that in a hurry.

Q: They're long-term commitments.

A: Commitments for talent usually are modest in terms of dollars. Even Jackie Gleason with the $11½ million. That's the biggest deal they've ever made over there and it would take an awful lot of them to get to $90 million.

MARKET RESPONDS TO MARKET

Q: There has been talk that when prices go up talent might even be priced out of the reach of television stations or networks.

A: The market responds to the market. It is an advertiser who is now offering the biggest amounts of money—not NBC or CBS—in the talent market. Actually, most of the formulas that we have—because they are stressing the creative writer-producer end and developing roles which can be played by several people—have in the long run within themselves the ability to get a better price. Because, if you don't need Star A, and the attraction is a good one, you'll eventually get to where Star A pursues you. This would be a happy solution. Then Star A will not ask for the moon. We are getting somewhere—not too far. The run-away stars will always get the run-away prices. It isn't us that's bidding them. In this particular case, I don't think we've got enough money.

I think this is important from NBC's point of view. Let's look at the results of the "spectacular" up-to-date. Fact is we've just tabulated the Nielsen averages on the specs and as of the last show, they passed the 40 mark. They're building steadily. We're having a steady curve upward. It's a little bit over twice the rating of the average nighttime show.

We're going to have a story on a new advertising use of the "spectacular" in the next week or so. How do you make television serve any group of advertisers? This is to serve those fellows with seasonal demands and not very much money who would buy double-trucks in *Life* or *Reader's Digest*. We have a plan for the Sunday

YOU *pitch* THE WHOLE 30-COUNTY MARKET

with

KOIN-TV

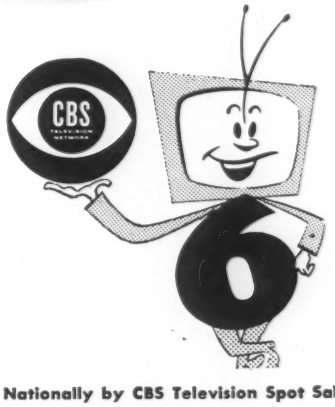
Oregon's only maximum power station...

When you buy a market, you're entitled to the *complete* market—not just a couple of counties. That's why more major advertisers choose KOIN-TV... Portland, Oregon's *only* maximum power station.

Only KOIN-TV gives you the full 35,000 square mile *heart* of the Pacific Northwest . . . 30 prosperous counties of Oregon and Southern Washington. KOIN-TV has the highest tower—1,530 feet above average terrain—backed by maximum power of 100,000 watts on Channel 6.

No other television station or combination of stations—in fact no other advertising buy in the area can duplicate this complete sales coverage. Write or phone for complete availabilities. Or contact your nearest CBS Television Spot Sales office.

The BIG Mr. Six in the West!



KOIN-TV

PORTLAND, OREGON CHANNEL 6

Represented Nationally by CBS Television Spot Sales

"spectacular" that may enable them to do just that. Central, double-truck or center-spread. The thing is Whitman chocolates can come in and for, say $70,000, by or before Mother's Day and before Valentine's Day, and Royal typewriter before graduation and before back-to-school. Now we have to get enough extra money per insertion, because this is a magazine concept show and if it's not sold out, you know, it adds to the problems of the network.

Q: This is a one-time rate thing?

A: Yes, one-time rate.

Q: 52 times.

A: No, there'd only be 13.

Q: A special rate?

A: We do the Sunday ones, but think, if you were an advertiser, a small advertiser, and suddenly you could buy nighttime network power when you wanted it, in color to the American market. Just once, like you buy a double-truck in *Reader's Digest*. You know, its so little, $70,000. That's what we're going to charge, too, for one ad.

Q: Isn't that approach the department store method of doing business, for Easter, Christmas sales?

A: No. This approach is in the plans for a big agency in which I have served twice. The guys come in with anything from $200,000 up to millions, but the way the media men think is that most of the companies that can afford it should have their own programs. Let's take Whitman's chocolates or Royal typewriter, Simmons bed, or whoever it is. They haven't got broadcasting. They can afford their own programs. They start with their color magazine campaign, usually where they want the double-truck power for the seasonal peaks as the campaign kick-offs. That type of thing. That's where they really load the money in. Nothing they can load in has the power of television. We're going to make it possible for them to load in with us.

Q: Do you have to keep that time free?

A: Yes, you do. You've got to gamble that you will sell it out in advance. The way I've planned it is that we'll announce it and for 45 days you can buy it. If we haven't sold at least half of it at the end of 45 days, we aren't going to do it. You just can't gamble. It's all right to gamble on *Today* where the time units are $700 each, but this is a $350,000 show—each time. This is extensive gambling; but we won't have to gamble. We'll get the money. This is the greatest thing for the guys in the advertising business that ever happened.

Q: You have no concern about the ability of advertisers to support television?

A: Oh, no. It's the most ridiculous thing I've ever heard of—all that talk about pricing yourself out of the market. The fellows that should worry are the ones not in our business.

FOR PRETTY'S SAKE

COMMERCIAL STYLIST: NEW TV SPECIALTY

VERNE TRANUM and Elmo Anderson, Maxon Inc. art manager, discuss a Snow Crop commercial storyboard at Transfilm's New York studios.

HAVE you ever felt the overpowering need to dip spaghetti in Tintex, or to submerge a perfectly choice bunch of spinach in a vat of Clorox?

If you have, you're either mad or a "commercial stylist".

Mrs. Verne Tranum, who has succumbed to both of these culinary urges, has credentials to prove her sanity. Indeed, she is one of the most sound practitioners of this new exotic field of television endeavor.

What is a "commercial stylist?"

In Mrs. Tranum's words, "It's a new breed of tv specialists who helps translate a television commercial storyboard into a reality for film or electronic camera."

In the case of the jaundiced spaghetti, for example, Mrs. Tranum was simply making certain that the product overcame its shy tendency to photograph pale as a night-burglar's complexion. The Cloroxed spinach was her device for lightening an item that persisted in showing up on film resembling a full growth of beard.

In her field, Mrs. Tranum is known as an "all-around" expert, in contrast to the many specialists of her kind who have subsidiary specialities of their own. Some work exclusively with food, others with fashions, and some with people. Mrs. Tranum works with them all.

Less bizarre than her role as Max Factor to foodstuffs that need to look beautiful for television are her more common functions in commercial styling. She is the one who arranges those table settings on tv so different in their loveliness from the kind Mother used to botch. She selects the fashions for the lady announcers who thrill us with their commentary on fashions. She is the girl who dresses those sets that make rooms seem naked.

Mrs. Tranum comes on a set prepared for all emergencies in a job notably short on predictability. She generally arrives with a portable sewing machine, electric iron, food coloring and a dozen other more esoteric devices to help her "ad lib" the solution to the last minute exigencies of her trade.

Once she was called in on a commercial which Caravel Films was making for U. S. Saving Bonds. The firm wanted her to dress a squirrel. More specifically, they wanted her to dress a squirrel in a Sherlock Holmes outfit. She tried the regular rental houses, but found them to be in alarmingly short supply of detective suits for rodents. Unvanquished, she did what the creed of her craft demanded. She pinned up the creature and styled out a custom-made job complete with a deer stalker hat that any squirrel worth his acorns would be delighted to sell bonds in.

Before she went to work dressing animals, vegetables and people for a living, Mrs. Tranum was co-producer with her husband, Chuck Tranum, of over 400 telecasts of *Manhattan Spotlight* on DuMont.

Among the more recent accounts she has styled are Chrysler, Gillette, La Rosa, Sunshine Biscuits, Snow Crop, Woodbury and United Savings Bonds. She is currently doing special assignments for the following production firms: Screen Gems, Caravel, Gray-O'Reilly, Vernon Lewis, Shamus Culhane and Transfilm.

WVJS

OWENSBORO, KY.

JOINS

ABC

THE AMERICAN BROADCASTING CO.

MARCH FIRST

V. J. STEELE, President
M. A. RHODES, Sec.-Treas.

★

MALCOLM GREEP, V. Pres. & Gen'l. Mgr.
JOHN T. RUTLEDGE, Asst. Gen'l. & Com'l. Mgr.

REPRESENTED NATIONALLY BY

Wm. G. RAMBEAU Co. inc.

APPLICANT FOR VHF CHANNEL -9

A B•T PICTURE STORY

WOOD-AM-TV'S NEW HOME: A $600,000 BEAUTY

IT'S COMPLETE DOWN TO A ROOM THEY'RE NOT EVEN USING

EFFICIENCY and warmth are blended in Woodland, spacious new office-studio plant of WOOD-AM-TV Grand Rapids, recently opened. The 30,000-sq. ft. structure is completely functional, from entrance to a luxurious clients' room that looks down on the two large main studios and includes a rear-screen projector plus color and black-and-white tv sets.

The $600,000 plant carries out concepts of Harry M. Bitner, board chairman, and Harry M. Bitner Jr., president-director of the Bitner operations. Willard Schroeder is vice president-general manager and Arthur M. Swift is sales director.

The aluminum building sits on the Bissell homestead site, a two-acre lot one mile from downtown. It has expansion space in the old Bissell Manse, now housing five apartments, and the coach house, used for storage. There's an unheard of tv miracle —an 800-sq. ft. unused room in the new building. The big control room looks into huge studios on opposite sides of the building, with complete back-to-back controls and remotely controlled audio, slide and film projector gear.

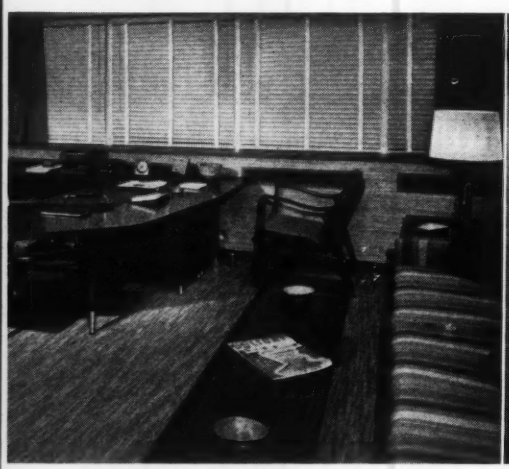
Walls are concrete block with many movable partitions. "Q" flooring is honeycombed with utility ducts. Telephones are brand new anywhere-in-room type, with tiny built-in pickups and loudspeakers that eliminate inter-coms. The separate transmitter building, nine miles out on a high point, feeds a 316 kw signal from a Stainless tower just under 1,000-ft. high.

The transmitter plant involves a $700,000 investment.

Movable partitions were installed in the office-studio to permit conversion should further expansion be required.

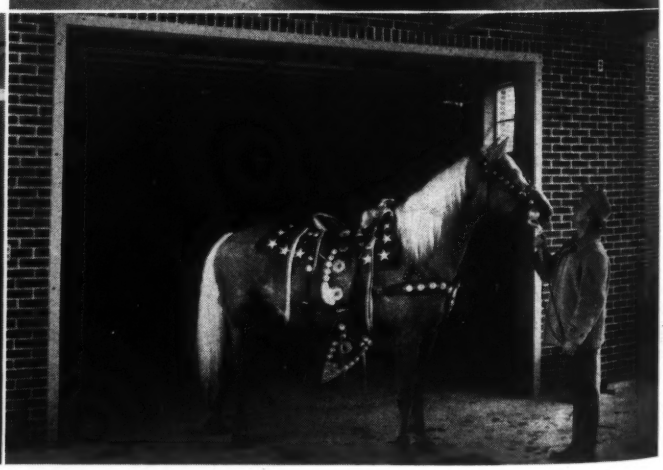
AT TOP: The aluminum exterior of the WOOD-AM-TV building is anodized, weather-proof and ornamental.

AT RIGHT: Spacious reception room has an accordion wall, providing a conference room for civic groups. That's the original painting of "Willy Wood," station trade character.

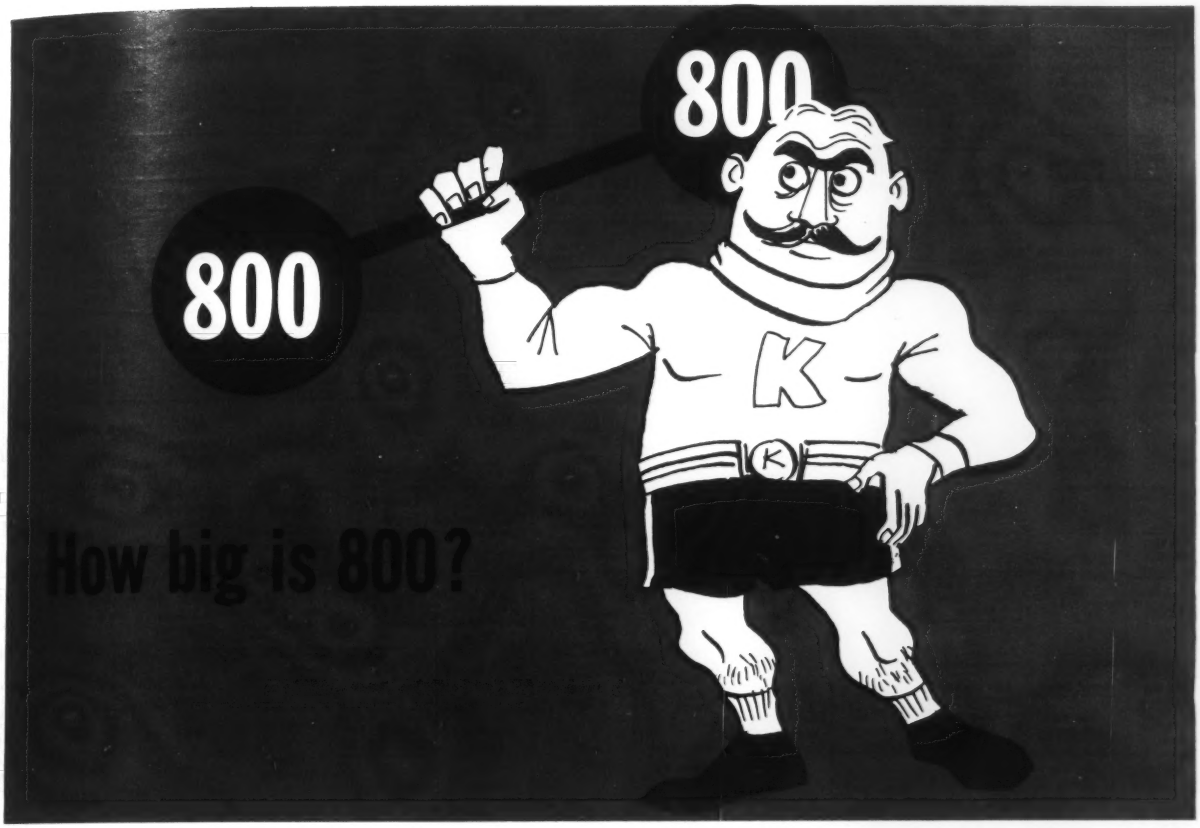


THE well-equipped office of Willard Schroeder is bright and airy, and is complete with conference facilities.

Louis Bergenroth shows how the "hanging" ceiling can be removed.



RAMP between storage building and main structure permits bed-level truck unloading on the far side. Trucks (and horses) can be taken into the studios from the parking lot.



KEYSTONE SIGNS 800TH AFFILIATE—

With the signing of WDUZ, Green Bay, Wisconsin, the Voice of Hometown and Rural America becomes a mighty chorus, mellow and persuasive . . . the mightiest sales tool ever forged to reach the 50 million folks in rural America.

The KEYSTONE BROADCASTING SYSTEM, established just fifteen years ago, has grown and grown and will continue to grow because of the very important services it has rendered to the stations which make it up, to the listening audience it serves and the advertiser whose goods it sells in great and ever greater quantities.

If you'd like to have a sample network built for your special selling problem, we'd be glad to submit details and costs – which are so modest you'll be surprised.

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK PROGRAM SHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (196) R	Public Prosecutor	The American Forum
6:15	Paul Harvey Bellitone			
6:30	ABC Orchestra	Hall Bros. Radio Hall of Fame (200)	Mutual Benefit On the Line with Bob Considine (546)	Nothing But Music
6:45			Harry Wismer Sports (355) General Tire	
7:00	Songs By Valentine S	Amer. Tob. Jack Benny (213)	Studio Concerts	Special Tribute Programs
7:15	George Sokolsky			
7:30	Show Time Review S	CBS Columbia Amos 'n' Andy (200)	Enchanted Hour	
7:45	Henry Milo Travel Talk S			7:55-8 NBC Travel Bureau
8:00	America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	Hawaii Calls	Dr. Six-Gun
8:15				
8:30		Campana Philip Morris My Little Margie (204) R	Oklahoma City Symphony Orchestra	The Adventures of the Abbotts
8:45				
9:00	Walter Winchell ASR & Bayuk alt. wks.	Kraft Foods Rudy Vallee (206)		The Adventures of Sherlock Holmes
9:15	Quincy Howe S			
9:30	Sammy Kaye		Marion Forum Dean Clarence Marion	Easy Money
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Paul Harvey	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn. How to Decision	Fibber McGee & Molly * 3-Plan
10:15	Elmer Davis	Face the Nation		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Little Symphonies	Meet the Press
10:45		U N Report		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		Dance Orchestra		No Network Service

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15		No Service M-F		
6:30	Budweiser Bill Stern			No Network Service
6:45	Co-op George Hicks	Dolce Battries Lowell Thomas (205)		Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Tennessee Ernie S	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Longines Choraliers (108)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	Les Griffith 7:55-8 S	Am. Oil-Ford Ed. R. Murrow (199)	In the Mood	Toni Co. One Man's Family (182)
8:00	Jack Gregson	Mr. & Mrs. North	Top Secret Files *	Gen. Motors Your Land & Mine
8:15	News S	News		
8:30	Voice of Firestone	Lever-Linton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	Best of All
8:45				
9:00	Met. Opera Audition	Liggett & Myers Perry Como (195)	Esso Reporter Lyle Van 9-9:05 Footnotes to History	Bell Telephone Telephone Hour (195) R
9:15		Cons. Cosmetics Bing Crosby (204) R		
9:30	Freedom Sings Concert	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)		Cities Service Band of America (113) N
9:45	News 9:55-10	Robt. Trout, News Chevrolet (197)		
10:00	AFL Edw. Morgan News		Co-op Parade of Sports	Fibber McGee & Molly * 3-Plan
10:15	Albert F. Warner News 10:15-25	Dance Orchestra		The Great Gildersleeve 3-Plan *
10:30	News 10:25-30			Wings for Tomorrow
10:45	Martha Lou Harp			
11:00	Songs by Dini	News	Dance Time	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
6:15		No Service		
6:30	Budweiser Bill Stern			No Network Service
6:45	Co-op George Hicks	Dolce Battries Lowell Thomas (205)		Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Tenn. Ernie	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	General Mills Silver Eagle	Longines Choraliers (108)	Beltone, alt. Tu. Banker's Life alt. wks. Gabriel Heatter	Miles Labs. News of World (168)
7:45	Les Griffith 7:55-8 S	Am. Oil-Hamm Ed. R. Murrow (98)	Coca-Cola Co. The Eddie Fisher Show 245)	One Man's Family
8:00	Jack Gregson	Suspense	Treasury Agent *	Toni alt. with Mars People Are Funny
8:15	News S	News		
8:30		Mr. Keen	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)
8:45				
9:00	Sammy Kaye S	Rosemary Clooney S	Esso Reporter Lyle Van 9-9:05 Footnotes to History	Lux Radio Theater
9:15	Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby S	Gil Houston Show	
9:30	Platter Brains S	9:30-9:55 Amos 'n' Andy Music Hall		
9:45	News 9:55-10	Robt. Trout, News Chevrolet (197)		
10:00	AFL Edw. Morgan News		Co-op Parade of Sports	Fibber McGee & Molly * 3-Plan
10:15	Albert F. Warner News 10:15-25	Dance Orchestra		The Great Gildersleeve 3 Plan *
10:30	News 10:25-30			Listen to Washington
10:45	Take Thirty S			
11:00	Singing with the Stars	News	Dance Time	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		First Church How Christian Science Heals	Stars From Paris
11:30	The Christian In Action S	News* (5 min.)	Northwestern U. Review S	Pauline Frederick at the UN
11:45		Invitation to Learning* S		UN Assignment
12:00 N	Pan-American Union	* The Leading Question '54	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	World Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45		Washington Week	Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)	Guy Lombardo Time	Wings of Healing Global Frontiers	Anthology
1:15			First Church How Christian Science Heals	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	RealLemon Th only Olson Rug Co. Tuesday Mutual of Omaha W&F Rockwood Swift & Co. Philco, M-W-F Quaker Tues. & Thurs. Breakfast Club (290) R	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30			Johnny Olsen Show	
9:45		Pet Milk Godfrey (192) R		10-10:05 *** M.M.McBride
10:00	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (199) R	Co-op Cecil Brown	10:05-10:15 Norman Vincent Peale
10:15	G.Mills M-W-F Seeman Tu & Th Whispering Streets (224)	Bristol Myers Frigidaire- Arthur Godfrey (198) R	Faith In Our Time	Joyce Jordan M.D.
10:30	When A Girl Marries (165) Carnation Co. Mdm. Romances M-W-F half sponsorship	Kellogg Minn. Mining (203) R	10:30 Kraft News	Doctor's Wife
10:45			10:35-11 Johnny Olson Show	Miles Labs Break the Bank
11:00	Companion	Toni Lever Godfrey (201) R	Florida Calling With Tom Moore	C-P Strike It Rich (179)
11:15		Pillsbury & Ton alt. Fri. Pillsbury M-Th	Kraft News	
11:30	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (58)	Queen for a Day	C-P The Phrase that Pays (183)
11:45	Three City By-line	P&G Ivory Snow Rosemary (117)	(551) 11:45-12 P. Lorillard	Second Chance * 3-Plan
12:00 N	Valentino	GF on TuTh P&G Wendy Warren (206)	Miles Labs Break the Bank	No Network Service
12:15 PM	Luncheon at the Sheraton	Lever Bros. Ends 3-11	Kraft News 12:15-12:20	
12:30	N. Y. Day by Day	Aunt Jenny (179)	12:20-12:30 Down at Holmesy's	
12:45	No Network Service	Toni MWF Whitehall M-F Helen Trent	12:30-1 No Service	
1:00	Co-op Paul Harvey	Whitehall-P&G Our Gal Sunday (183)	Co-op Cedric Foster	
1:15	Co-op Ted Malone	P&G Ivory Road of Life (154)	Mutual Music Box	
1:30		P&G Oxydol Ma Perkins (163)		

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	
9:15		No Service		
9:30		St. Louis Melodies	9:30-9:35 John Price, News	Serenade to Romance
9:45		Ferry Morse Garden Gate (195)		
10:00	(10-10:30) Table Products, Inc.	* General Foods Galen Drake	No Network Service	10-10:05 *** M.M.McBride
10:15		10:05-10:50 Galen Drake S		Serenade to Romance
10:30	Nestles Alternate wks. Space Patrol (284)		American Travel Guide	
10:45		Sleep Eze Co.	Conference Call	
11:00	TBA	News* (5 min.)	Lucky Pierre Show	Roadshow
11:15		Milner (125) Helene Curtis (205)		
11:30	All-League Clubhouse S	Van Camp (203) Robert Q. Lewis	Philco Corp Phonorama Time 11:55 Young Living	
11:45		*		
12:00 N	101 Ranch Boys S	12-12:30 Romance S	I Ask You	Allis-Chalmers National Farm & Home Hour Eastern Standard Stations Only
12:15 PM				
12:30	American Farmer S	Liggett & Myers Gunsmoke (195)	Country Jamboree	Peewee King Show
12:45				
1:00	Navy Hour S	City Hospital	Fifth Army Band	Dude Ranch Jamboree (EasternStations) Chalmers Home Hour (CentralStations)
1:15		1:25-30 TBA		
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
	No Service		No Network Service
Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		Sun Oil Co-op 3-Star Extra (34)
Co-op George Hicks	W-Th-F Philip Morris Tenn. Ernie (204)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
Vandercook CIO	Longines Chevaliers (108)	Dinner Date	No Network Service
Co-op Quincy Howe	Am. Oil-Hamm Ed. R. Murrow (98)	Gabriel Heatter	Miles Labs News of World (168)
General Mills Silver Eagle	8-8:25 The Whistler	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)
Les Griffith 7:55-8 S	Amer. Tobacco Edwards News	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
Jack Gregson	Night Watch	Co-op Crime Fighters	American Dairy Bob Hope Show
News S	Campana Rosemary Clooney	Esso Reporter Lyle Van 9-9:05 Footnotes to History	Brown & Wm'son News
Sammy Kaye	Bing Crosby S	Gil Houston Show	Spend A Million
News S	Amos 'n' Andy Music Hall VCA-Rexall	Co-op Parade of Sports	Where Have You Been
Ralph Flanagan Show S	Robt. Trout, News Chevrolet (197)		Fibber McGee & Molly * 3-Plan
News 9:55-10			The Great Gildersleeve 3-Plan *
AFL Edw. Morgan News	Dance Orchestra		Jane Pickens Show
Albert F. Warner News 10:15-25			
News 10:25-30			
Front & Center			No Network Service
Singing with the Stars	News	Dance Time	News of the World Morgan Beatty
Sports Report S	Dance Orchestra	U.N. Highlights	

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	No Network Service
	No Service		No network Service
Budweiser Bill Stern	Delco Batteries Lowell Thomas (205)		Sun Oil Co-op 3-Star Extra (34)
Co-op George Hicks	W-Th-F Philip Morris Campana Tenn. Ernie (204)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
Vandercook CIO	Longines Chevaliers (108)	Co-op Men's Corner	No Network Service
Co-op Quincy Howe	Am. Oil-Ford Ed. R. Murrow (199)	Amer. Home Gabriel Heatter	Miles Labs News of World (168)
Gen. Mills, Lone Ranger (153)	8-8:25 Crime Photographer *	Burton-Dixie Corp L. Paul-M. Ford	One Man's Family
Les Griffith 7:55-8 S	Amer. Tobacco Edwards News	Counterspy *	Chevrolet Dinah Shore
Jack Gregson	Godfrey Digest S	Co-op Take a Number	Toni Frank Sinatra Show
News S	Bristol-Myers Godfrey Digest (204)	Esso Reporter Lyle Van 9-9:05 Footnotes to History	Friday With Garroway
Sammy Kaye	Liggett & Myers Perry Como (206)	Gil Houston Show	
News S	General Foods Bing Crosby	The Search that Never Ends	
The World We Live In	9:30-9:55 Ames 'n' Andy Music Hall Viceroy	Family Theatre	Gillette Fights
News 9:55-10	Robt. Trout, News Chevrolet (197)		
AFL Edw. Morgan News	Dance Orchestra	Dance Orchestra	Sports Highlights
Albert F. Warner News 10:15-25			
News 10:25-30			
Indoors Unlimited		In The Mood	No Network Service
Songs By Dini	News		
Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	Lou Cioffi News	John Flynn	George Hicks News
	Sports Roundup	World Traveler	B. V. Kaltenborn News Co-op
Co-op Bob Finnegan Sports	Capitol Cloakroom	Report From Washington	The Kingdom Come
Co-op Sports Afield With Bob Edge		Basil Heatter	
At Ease	Gen. Mtrs., News	Co-op True or False	NBC Travel Bur.
Overseas Assignment	Make Way for Youth		Heart of the News
James Crowley Reports S	Gangbusters		College Quiz Bowl
It's Your Business			
8:00-8:05 ABC News	Liggett & Myers Gunsmoke (213)	Co-op Parade of Sports	Conversation
Dancing Party S	Juke Box Jury		Boston Symphony (Kansas City Symphony Mar 12 only)
	P. Lorillard Two For The Money (209)		
	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93) & S
	9:55-10 Chevrolet A. Jackson (192)		
Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Tex Williams Show
Music	Dance Orchestra		Town Hall Party
Statler Orchestra	News	Basil Heatter Commentary	News from NBC
	Dance Orchestra	Airmen of Note	No Network Service

6:00 PM	
6:15	
6:30	
6:45	
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9:45	
10:00	
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

MBS	NBC
Lutheran Hour (479)	U. of Chicago Roundtable
Basil Heatter	The Catholic Hour
Bandstand U.S.A.	
The Army Hour	Youth Wants to Know
Wonderful City	Weekend
Have A Heart	
Pop The Question	
Nick Carter	RCA Participation 4:45-5 portion Mar 13 20 27 only
Natl. Biscuit Adventures of Rin Tin Tin	Inheritance
True Detective Mysteries	Dennis Day Nutrilite Show

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Co-op Pauline Frederic Reporting
	P&G Duz Guiding Light (128)		
No Network Service	Armour Mrs. Burton (146)	Luncheon with Lopez	No Network Service
	P&G Tide Perry Mason (173)	2:25 Kraft News	
Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	Toni & Bristol Myers Nora Drake (197)	Wonderful City	
	P&G Ivory Fl. Brighter Day (164)		
The Martin Block Show 2:35-4	Pharmaco Hilltop House Tu&Th (MWF sust.) (147) R		
	Lever, Kellogg Housewarty * (182) R		
	Pillsbury MTh House Party Hawaiian F (196) R*		
Latin Quarter Matinee		Ruby Mercer Co-op	News
Betty Crocker M-W-F T&Th Dorese Bele	No Service		Woman In Love
Treasury Bandstand 4:30-5			P&G Pepper Young (166)
	4:55-5 News		P&G Right to Happiness (163)
Musical Express M-F		Bruce & Dan	P&G Backstage Wife (175)
The Fred Beck Show S			Sterling MWF Toni Tu-Th Stella Dallas (162)
Gloria Parker	No Service		Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
Vincent Lopez			P&G Woman in My House (188)
		MWF B. Benson TuTh Q. Oats Co. Sgt. Preston of the Yukon	Miles Labs Just Plain Bill
			C-P Lorenzo Jones (191)
		M-F Bobby Benson Kraft News	Mr. Jolly's Hotel for Pets Coast Fisheries T-Th Sustaining
			It Pays to Be Married * 3-Plan

SATURDAY

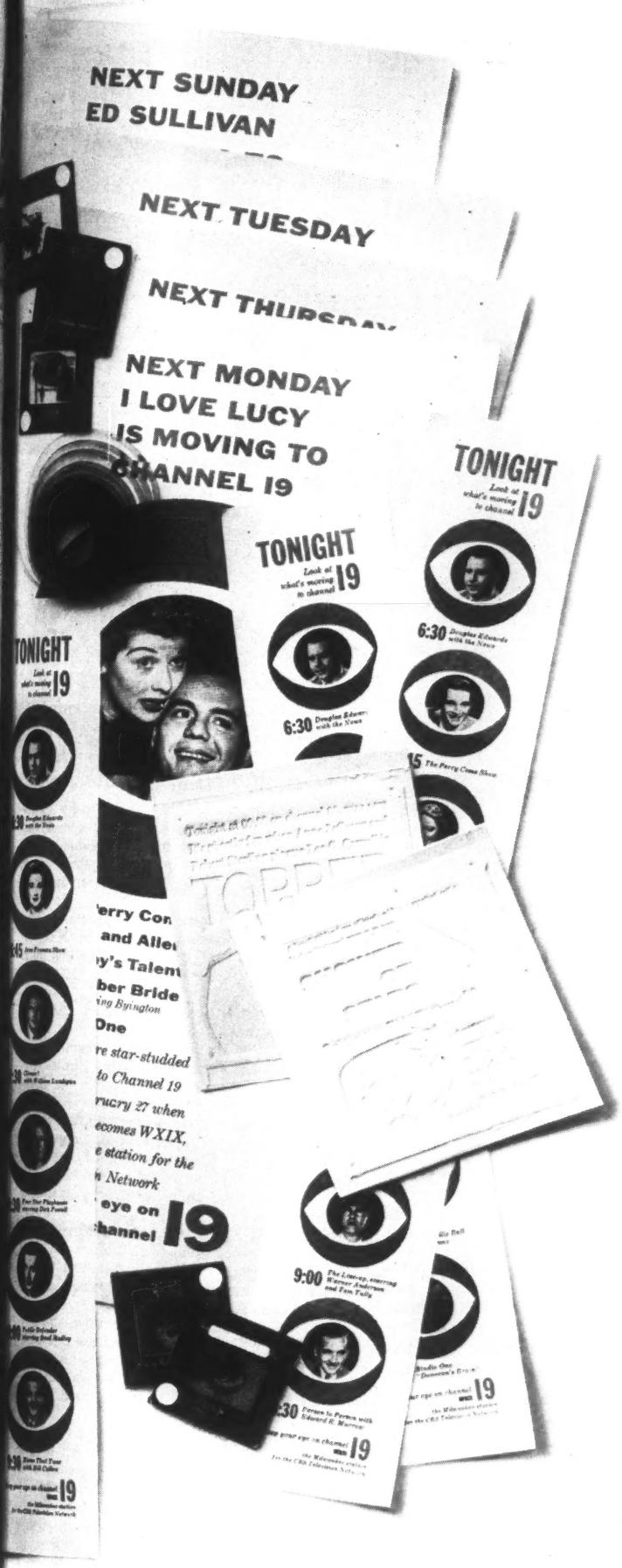
ABC	CBS	MBS	NBC
Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Symphonies For Youth	Roadshow
	Stan Dougherty Presents		
	Dance Orchestra	Mutual Reports The News	
	Teddy Wilson Show	Richard Hayes Show	
	Army Show		
Texas Co. Metropolitan Opera	String Serenade	Bandstand USA	
	Treasury Bandstand	Salute to the Nation	
Festival S	Adventures In Science	Sports Parade	RCA Participation 5:30-6 portion Mar 12 19 26
	CBS Farm News * Saturday at the Chase	Teenagers Unlimited	
		John Price, News	

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News. (332).
Musterole News—In each of four time zones, 13 times on Sat., 11 times on Sun.
Studebaker-Packard News—In each time zone, 3 times Mon., Wed., Thu., Fri.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk—M.-F. alt. days; Lewis-Howe—alt. Tue., Wed. & each 4th Fri.; Mutual of Omaha—alt. Mon., Thu. & each 4th Fri.
10:15-30 a.m., Staley Mfg.—M.-Th. alt. days; Campana Sales—M.-Th. alt. days; Bristol Myers—alt. Fri.; Glamorene—alt. Fri.
10:30-45 a.m., Minn. Mining—Mon. and each 4th Fri. st. 3/4; Corn. Prod.—Wed. and each 4th Fri. st. 3/18; Gen. Motors—Tu. & Th.; Staley Mfg.—alt. Fri.
10:45-11 a.m., Bristol-Myers—M., W. alt. Fri.; Kellogg—Tu. & Th.; Campana—alt. Fri.
11-11:15 a.m., Lever—M., W. alt. Fri.; Toni—Tu. & Th.; Kellogg—alt. Fri.
11:15-30 a.m., Pillsbury—M.-Th.; Toni—alt. Fri.; Gen. Motors—alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts
Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55. Allan Jackson News, Sat. 1:30-35 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Longines-Wittnauer Watch Co., Newscasts
Newscast (5 min.) with Larry LeSueur, Sun. 12 p.m.; Sun. 4 p.m.; Sun. 5 p.m.; Sat. 10 a.m.; Sat. 10:55 a.m.; Sat. 12 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates
MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Mon., Wed., Fri.; R. J. Reynolds Tob. Co.—M.-F., Dodge Div.—M.-F. Pearson Pharmacal, M.-F.
Multi-Message
NBC—
*** THREE PLAN PROGRAMS**
Second Chance: RCA—Thu. & Fri.
It Pays to be Married: RCA—Tue. & Wed., Armour—Fri.
Fibber McGee & Molly—Prudential—Sun. thru Thu., Armour—Mon., Wed. & Thu., Viceroy—Tue.
The Great Gildersleeve: RCA—Mon., Wed. & Thu.
***** Mary Margaret McBride**
Mon. & Tu.: Q-Tips, Wed.: Starkist, Thu. & Fri.: Gen. Foods, Sat.: Calgon.

In four weeks:
1,844 announcements
30,304 newspaper lines
64 billboards



Your campaign in Milwaukee

Yesterday WXIX, Channel 19, became the Milwaukee station for the CBS Television Network and enabled Milwaukee viewers for the first time to see the network's complete line-up of the most popular stars and shows in television on WXIX.

Last week WXIX initiated one of the biggest advertising campaigns ever launched behind a new station: a major newspaper campaign for seven consecutive days which is continuing over the next three weeks, together with an imposing outdoor campaign covering 64 billboards throughout the entire Milwaukee area.

The real backbone of this comprehensive campaign consists of a continuing barrage of both day and night on-the-air promotion announcements by the network's stars.

The whole purpose of this effort, of course, is to build audiences for your campaign in the important Milwaukee market. To get the most out of this market and the most popular program schedule in all television, get in touch with CBS Owned WXIX or CBS Television Spot Sales.

WXIX channel 19

Milwaukee Station for the CBS Television Network

(A&A continues from page 32)

art director, Hanson & Hanson Inc., Chicago, to art department.

E. L. Traxler Jr., formerly with promotion dept., Ralston Purina Co., St. Louis, appointed radio-tv director, Clark & Bobertz Inc., Detroit.

MR. TRAXLER

Richard T. Williams, assistant to president, J. Gordon Manchester Adv., Washington, appointed radio-tv director.

Lynn W. Bennett, assistant advertising manager, Edison storage battery div., Thomas A. Edison Inc., West Orange, N. J., to Knipe Assoc., Dover, N. J., as account executive and copy chief and also will establish public relations department.

Jack List, sales dept., WHKK Akron, Ohio, to Fred Bock Adv. Co., same city, as account executive.

Austin L. D'Alton, formerly with Fuller & Smith & Ross Inc., Chicago, to Weiss & Geller, same city, as account executive.

Gordon Hill, public relations director, Texas State Optical, Beaumont, Tex., to Ruthrauff & Ryan, Houston, TSO agency, as account executive; **W. Ed Allen,** formerly vice president and director, Greer, Hawkins & Allen Adv., Houston, succeeds Mr. Hill.

Stuart D. Watson, advertising director, S. C. Johnson & Son Inc. (wax), Racine, Wis., named to newly-created position, advertising and merchandising director.

Robert L. Stone, sales manager, fountain div., Dr. Pepper Co. (soft drinks), Dallas, Tex., appointed assistant general sales manager of company.

Austin Lempit, formerly with Doyle, Kitchen, McCormick, N. Y., to Brooke, Smith, French & Dorrance, same city, as senior technical writer and staff writer.

Alan Amsden, former journalism instructor, U. of South Dakota, Vermillion, S. D., to copy dept., Allen & Reynolds, Omaha.

Juke Goodman, formerly art director, Saks Fifth Avenue, N. Y., and **Ben Alcock,** formerly with Biow-Beirn-Toigo, N. Y., to Cunningham & Walsh, same city.

Allan J. Copeland, Allan J. Copeland Adv., Chicago, elected president, Midwestern Adv. Agency Network.

AGENCY APPOINTMENTS

Cinch Products Inc. (cakes, bread mixes), L. A., appoints Hixson & Jorgenson Inc., same city, with Ross Sawyer as account executive. Concentrated radio-tv is planned.

A. Brioschi & Co., Fairlawn, N. J., names David J. Mahoney Inc., N. Y., to handle all anti-acid advertising in English and Italian languages effective March 1. Radio-tv will be used.

Roberts, Johnson & Rand, division of International Shoe Co., St. Louis, appoints Krupnick & Assoc., same city.

Animation Equipment Corp., New Rochelle, N. Y., appoints Friend, Krieger & Rader Inc., same city, for Oxberry cameras, optical printers and animation equipment.

KAUFMAN DECRIES FILM RATE-CUTTING

Guild Films chief tells National Tv Film Council that quality of filmed shows must be maintained and calls for a halt in 'price-cutting.'

A HALT to "price-cutting" and a call for "integrity" were issued in a talk Thursday by Reub Kaufman, president of Guild Films, at a National Television Film Council luncheon in New York.

Mr. Kaufman directed his remarks on price-cutting to advertising agencies, stations, film producers and distributors, asserting that each to a degree has contributed to the practice of beating down prices of film packages. These practices, he noted, have proved to be a handicap for those within the industry who would turn out a better or more developed product.

MR. KAUFMAN

Agencies, for example, Mr. Kaufman said, will demand quality in packaged films but turn around and seek a lower price for them on behalf of their clients. He asserted that agencies are quick to ask for a daring or different approach from the film maker, but they "are the very first not to recommend such films to clients." Many agencies, he declared, are reluctant to try something new—"You accept ratings but reject impact."

Similarly he spoke of stations "whose destiny lies in the direction of films" but who program them "at midnight and fringe time." If better time periods were selected in film programming, he said, stations will find they can serve the public better with a more flexible and profitable schedule. Stations "will not gain anything in driving producers into bankruptcy," he warned.

Stations' Attitude Improves

Improvement in the stations' attitude, Mr. Kaufman said, can be seen in the type of agreement Vitapix now has with Guild Films. He said Vitapix now has 60 member stations and that an additional 60 stations have applied, and are under consideration, for membership.

This arrangement, he said, has been healthful for both the film and the broadcast industries, combining the factors of less risk, more confidence in quality film, greater percentage of advertising dollars and a better type of sponsor.

Mr. Kaufman predicted that the trend will continue toward the elimination of the "weak sister" in the tv film field. There will be more combinations of companies, Mr. Kaufman said, whose company recently acquired distribution functions of the feature film catalogue of Motion Pictures for Television Inc. He forecast an emergence of "stronger and more individual" companies.

In the future, he said, film will take a greater percentage of air time in both network and local hours. Today's dollar volume in the tv film industry, he asserted, will look puny in comparison to what's to come.

Still other problems beset the tv film industry which now nears stability and which has acquired prestige with agencies and Wall St., Mr. Kaufman said. These he listed as questions of producing films in color or black-and-white, of aiming for day or night telecasting, of setting their length at 15 or 30 minutes, or whether companies should think in terms of "strips," of network or syndication, and whether companies should assume the role of producer or distributor, or perhaps both.

Mr. Kaufman admonished that already there is an overproduction in the tv film industry and noted a danger of "sameness or similarity."

Mr. Kaufman's talk was made after installation of a new slate of NTFC officers for the year. Comedian Joey Adams served as toastmaster. John J. Schneider, Biow-Beirn-Toigo, succeeded Melvin L. Gold, Mel Gold Productions, as president. Other officers: William Reddick, W. J. German Inc., executive vice president; Sydney Mayers, Unity Television Corp., executive secretary; Sam Spring, attorney, NTFC counsel, treasurer; Beulah Jarvis, NBC, general secretary, and as vice presidents and their departments: Arche Mayers, Unity, distribution; Bert Hecht, Bill Sturm Studios, production; Jim Ellis, Kudner Agency, agency; Adrien Rodner, ABC, station; Ken Cowan, B•T, membership, and Lou Feldman, Du-Art Labs, laboratory.

CROSBY SHOWS NEW COLOR VIDEO TAPE

First demonstration of Bing Crosby Enterprises' color video tape recording system achieves 65%-75% color fidelity, according to one observer.

FIRST demonstration of Bing Crosby Enterprises' color video tape recording system was given to the trade press in Hollywood last week, with a four-minute segment of the Feb. 7 NBC-TV "The Women" telecast serving as a test strip.

The opinion of one agency executive, who saw both the original program at NBC-TV Hollywood and the BCE test, was that BCE color VTR had achieved "65% to 75%" color fidelity.

However, BCE spokesmen noted that a recording was made from the Mt. Wilson signal, with the color signal already "degraded" by continental transmission. With direct line, shortly expected from CBS-TV, truer hue fidelity can be expected, they stated.

Moreover, the color system shown to the press last week has already been largely discarded, with experiments on a new system starting this week. The new system will be demonstrated within two months, Crosby executives promised.

John T. Mullen, BCE chief engineer, told viewers that mechanical difficulties of color VTR have largely been solved. Press viewers agreed that the demonstrated picture offered constant picture and color quality.

Frank C. Healey, BCE executive director, told B•T that the foot-per-second use rate problem has also been largely solved, with Crosby Enterprises shortly to introduce equipment to record 16 minutes of a program on a 15-inch reel.

Mr. Healey also indicated savings with color VTR. Raw color film stock sufficient to produce one hour of programming presently costs approximately $4,000, while similar raw VTR stock will cost only from $300 to $400.

Further, Mr. Healey predicted that Bing Crosby Enterprises will have color VTR equipment on the commercial market in 1½ years.

with LR audiotape on Mylar* polyester film

NOW YOU can get the *extra length* that many tape recording applications require, without any sacrifice in strength or durability. For the new Type LR Audiotape, made on 1-mil "Mylar," actually has greater impact, tensile and tear strength than even the conventional plastic-base tape of 50% greater thickness.

And because "Mylar" withstands extreme temperatures and is virtually immune to humidity, LR Audiotape stands up longer under the most severe conditions of use and storage.

This Longer Recording Audiotape is now available in 900, 1800 and 3600-ft. reels. Audio also offers a complete standard line of Audiotape on "Mylar," in 1, 1½ and 2-mil base thickness. Test it—compare it with any other tape on the market. In *performance* and *durability*, it speaks for itself!

HOME RECORDISTS—CHURCH RECORDISTS:

Enter Audio Devices' ***BIG PRIZE CONTESTS*** for the best articles on "How I Use My Tape Recorder."

WIN a V-M "tape-o-matic" recorder, plus $100 cash, plus 20 7-inch reels of Audiotape. Ten other valuable awards, too!

Contest closes April 1, 1955. See your Audiotape dealer, or write to Audio Devices today for complete details. There's nothing to buy!

Table I TESTS AT 75°F, 50% RELATIVE HUMIDITY

	Yield Strength	Breaking Strength
1 mil Acetate	[illegible]	[illegible]
0.9 mil "Mylar"	4.2 lb.	7.6 lb.
1.45 mil Acetate	[illegible]	[illegible]

Table II TESTS AT 75°F, 90% RELATIVE HUMIDITY

	Yield Strength	Breaking Strength
1 mil Acetate	[illegible]	[illegible]
0.9 mil "Mylar"	4.1 lb.	7.6 lb.
1.45 mil Acetate	[illegible]	[illegible]

The above test data, taken under conditions of both winter and summer humidity, show the marked superiority of 1-mil "Mylar," not only over the thin cellulose acetate base, but over the standard 1.45-mil acetate as well.

*Dupont Trade Mark

AUDIO DEVICES, Inc.

444 Madison Avenue, New York 22, N.Y.
Offices in Hollywood • Chicago
Export Dept., 13 E. 40th St., N.Y. 16, N.Y., Cables "ARLAB"

MPTV SUIT TO TEST TV BLOCK BOOKING

QUESTION of block booking, in regards to the distribution of tv and feature films to tv, has been raised by attorney Adele I. Springer in her 300-page brief filed Feb. 18 in Los Angeles Superior Court on behalf of the six independent motion picture companies who charge five distribution firms with premature release of their feature films to tv [B•T, Dec. 6, 1954]. In terming Motion Pictures for Television's practice of block booking illegal, Miss Springer is believed to have raised a point hitherto not covered in previous tv distribution litigation. In support of this stand, the brief cited the U. S. Supreme Court decision in the case of the government vs. Paramount Pictures handed down in May 1948, which declared illegal block booking in the distribution of motion picture films for exhibition in theatres. This ruling with respect to theatrical block booking should be made equally applicable to tv block booking, the brief asserts.

"A number of tv contracts made by MPTV with tv stations required the purchase and sale of the entire library of MPTV's films and that it became the policy to sell the entire library and that some of the contracts made it a condition that all of MPTV's future acquisitions of additional films be included during the term of the license. . . . We look to the holding in the Paramount case that block booking was properly enjoined as an improper enlargement of monopoly of copyright . . . thus, the plaintiffs' pictures herein, each stands not on its own footing but in whole or in part on the appeal which another film may have," the brief continued.

'Particularly Grievous'

"Particularly grievous is this, in the case at bar, since the pictures herein were comparatively new for tv purposes and are better quality and newer vintage than most of the other pictures in the MPTV library of more than 600 or 700 pictures. In addition, there is not to be overlooked the observation that block-booked packages are sold at 'wholesale prices' and not for 'retail prices' with lesser revenues to the individual picture, wholly apart from the improper allocations made," the brief said.

An additional charge of outright fraud was added to the causes of action against the five distribution firms. The brief also requested $50,000 per picture for damages, up to the present time, on the basis of the defendants' failure to refute the testimony and evidence presented to the court by called-in experts. The $2.5 million suit, involving 11 feature films, was originally filed Nov. 17, 1952, against MPTV, United Artists, Chesapeake Industries (then Pathe Industries), Eagle Lion Films and Eagle Lion Classics by Equity Films, Equity Pictures, Orbit Productions, Orbit Pictures, Jack Schwarz Productions, Frost Films, Russ Vincent and Dave Kessel.

CBS Newsfilm Production Post Taken by Robert Hess

ROBERT HESS, White House cameraman for CBS Newsfilm, has been named to the new post of manager of motion picture photography for the Newsfilm production dept. of the CBS news and public affairs div., Sig Mickelson, vice president in charge of CBS news and public affairs, announced last Thursday.

Describing the appointment, which was effective immediately, as another in a series of continual steps to improve the editorial and technical quality of the basic Newsfilm coverage, Mr. Mickelson said:

"Mr. Hess will concentrate on fresh approaches to covering the news in film. We believe we have come a long way since we entered the newsfilm field. We have a long way to go. We are still experimenting. We are trying to bring the most experienced, most creative personnel possible into the organization."

Mr. Hess has been covering Washington developments for television for the past four years, starting with his assignment to cover Gen. Eisenhower's tour in 1951 for Telenews and, since the formation of CBS Newsfilm on May 1, 1953, as White House cameraman for that organization.

ROBERT HESS (l), named to the new post of manager of motion picture photography for the Newsfilm production department of CBS news and public affairs division, is congratulated by James C. Hagerty, news secretary to the President.

Ziv Television Moves To New L. A. Studios

ZIV TELEVISION Programs Inc. will move to new headquarters in Los Angeles in the newly purchased Ziv Television Studios (formerly American National Studios) on April 1, it was announced last week by Frederic W. Ziv, chairman of the board.

The new Ziv property, which was purchased last year for an estimated $2 million, consists of seven completely-equipped sound stages on six acres of land. The entire Ziv operation on the West Coast, according to Mr. Ziv, will be located in the new studios. The Ziv radio operation and the World Broadcasting System will occupy production and office space in the studios.

Mr. Ziv said that some of the company's new tv film productions, including the *Science Fiction Theatre,* now are in production at the new studios.

Maurice E. Unger, vice president in charge of production, reported that the first four programs of *Science Fiction Theatre* have been completed. He added that the series will be equipped with a dubbed-in Spanish sound track and will be sold in Latin America later this year.

RCA TO EXPAND TV FILM BRANCH

Paul White has been retained in an advisory capacity to handle distribution arrangements with film producers and aid syndicated color programming efforts. Expansion program to take five years.

A FIVE-YEAR expansion program for RCA Recorded Program Services tv film syndication branch got off the ground officially last week.

Paul White, with more than 20 years in radio, tv and film, has been retained in an advisory capacity by the Custom Record Dept. of the RCA Victor Record Div. His responsibility will be the development of the five-year plan.

Announcements of Mr. White's appointment and expansion of the RCA branch, concerned with sales and distribution of films for tv, were made Wednesday by James P. Davis, department manager of RCA Victor Custom Record Dept.

Mr. Davis outlined Mr. White's activities as centering on distribution arrangements with tv film producers and aiding in efforts to make syndicated color programming available to stations and sponsors "at reasonable prices."

In distribution arrangements with tv film producers, Mr. White explained, priority will be given to properties "which will inject fresh ideas into the tv programming picture." Emphasis, he said, will be on daytime categories of musical shows, audience participation programs, short subjects, "offbeat" human interest shows, teen-age programs, educational family entertainment and film library shows.

Mr. White is a former president of International Trans-Video, is chairman of the board of Visifex Inc. and has served as president of Prockter Syndications. He is a charter member and former director of the National Television Film Council and before his entrance into tv was with Paramount Pictures and European general manager for David O. Selznick. He has produced more than 100 tv films in Hollywood, New York, Mexico and Europe.

ANNOUNCEMENT of plans to expand RCA Recorded Program Services' tv film syndication branch and the appointment of Paul White (c) to an advisory capacity were made by James P. Davis (l), manager of RCA Victor Custom Record Dept., and A. B. Sambrook, in charge of RCA Recorded Program Services.

316,000 WATTS
KEYD-TV

keyd to the great

MINNEAPOLIS
and ST. PAUL
market

NOW ON CHANNEL 9

MAXIMUM POWER
MINIMUM COST
TV

to sell the Upper Midwest

KEYD-TV is "keyd" to low cost selling of this rich metropolitan and rural market—a 62 county area of over 480,000 TV families, including large cities and suburbs, prosperous towns, and most of Minnesota's richest farming area. Ask your H-R Representative about KEYD-TV's "incentive" rates.

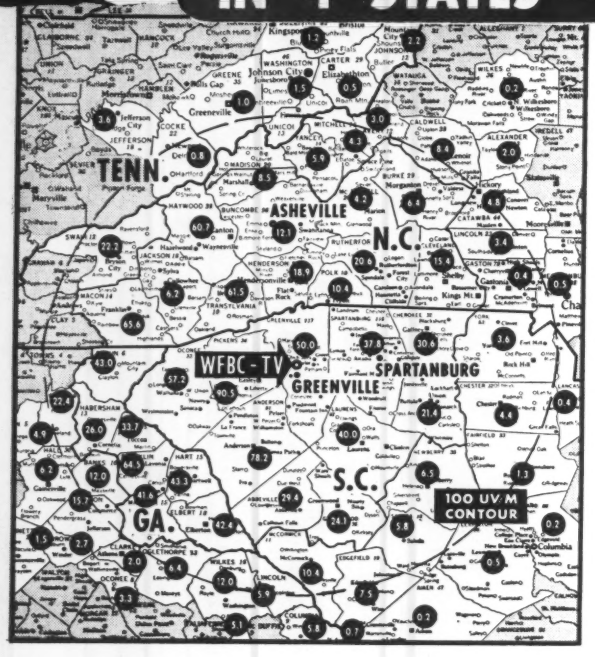
H-R TELEVISION INC.

National Representative

NEW YORK CHICAGO HOLLYWOOD SAN FRANCISCO
DALLAS HOUSTON ATLANTA

The Giant of Southern Skies
WITH 2 PROGRAMS

PULLED 5532 LETTERS FROM 73 COUNTIES IN 4 STATES



Mail from more than 400 Places in S. C., N. C., Ga., and Tenn.!

Mail over a period of 20 weeks from just two WFBC-TV programs (SAGEDUSTERS and LONESOME LUKE) brought letters or post cards from 73 counties in South Carolina, North Carolina, Georgia and Tennessee. More than 400 large and small communities were represented in this mail count. Figures on the map above indicate the number of letters received per 1000 television homes from each county.

This is additional evidence of WFBC-TV's dominance within its 4-state, 60-county market area—an area with 2,924,625 people. Incomes in this area are $3,274,536,000, and Retail Sales are $2,112,629,000 (Sales Management). In the same area are more than 315,717 Television Homes.

Ask us or our representatives for complete information on the WFBC-TV market, one of the greatest in the Southeast.

NBC NETWORK
Represented Nationally by WEED TELEVISION CORP.

WFBC-RADIO (NBC Affiliate) is Represented Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

FILM

Guild Films to Distribute 'Looney Tunes' as Library

GUILD FILMS Co. announced last week that it will distribute its recently acquired *Looney Tunes* package of 191 cartoons as a library, and that it already has completed sales to WJBK-TV Detroit, WGR-TV Buffalo and WHBF-TV Rock Island, Ill.

Reub Kaufman, Guild Films president, said the library plan will enable stations to utilize the cartoons as they see fit for the duration of the rental period. A suggested plan for use of the library has been formulated by Larry Menkin, Guild program director, which contracting stations may utilize in devising formats, he said.

TPA Uses Sales Film To Syndicate 'Gallant'

IN A MOVE said to be precedent-setting in tv films, Television Programs of America, New York, last week outlined plans for utilizing a 20-minute sales film to syndicate its new tv film series *Captain Gallant of the Foreign Legion*.

The sales film, according to Michael Sillerman, executive vice president of TPA, will be shown to television station managers in markets not covered by the H. J. Heinz Co. sponsorship of the series over NBC-TV. The film, which was unveiled at a news conference in New York, will be used as a sales vehicle by TPA's 50 account executives within the next few weeks.

Mr. Sillerman, as narrator of the film, offers an appraisal of the factors advertisers seek in selecting a tv film program and thereupon lists the elements in *Captain Gallant* designed for high sales-appeal.

FILM SALES

Hollywood Television Service Inc., North Hollywood, Calif., has sold *Stories of the Century* to WSIX-TV Nashville, Tenn., for sponsorship by Louisville & Nashville Railroad, Louisville, Ky. Agency: Mullican Co., Louisville.

Carter Products Inc. (toiletries, pills), N. Y., has renewed sponsorship of *Mr. District Attorney*, Ziv Television series, on 40 stations. Firm has purchased full sponsorship but is looking for another sponsor to enter co-sponsorship agreement on alternate-week basis. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Reid H. Ray Film Industries Inc., St. Paul, Minn., has sold *Walt's Workshop* for showing on WKNX-TV Saginaw, Mich., WDAY-TV Fargo, N. D., and KELO-TV Sioux Falls, S. D.

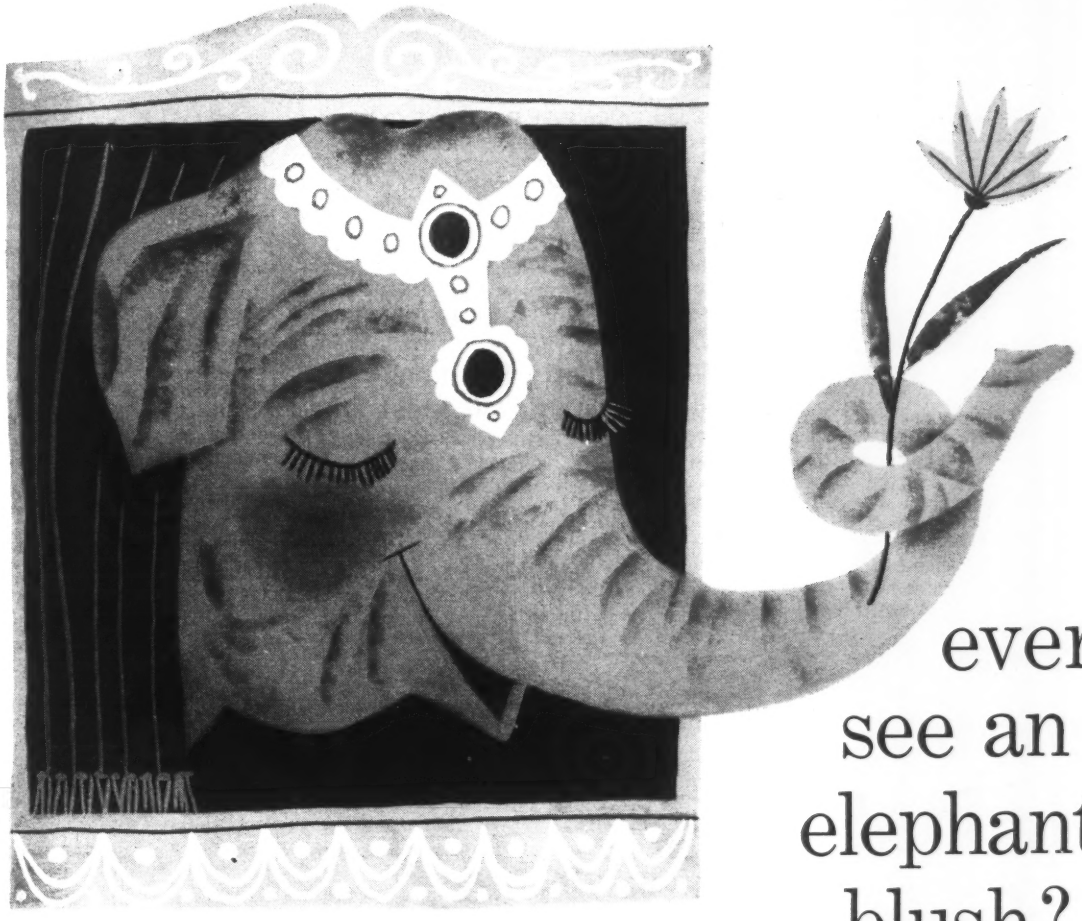
Television Programs of America, N. Y., announces sale of *Ramar of the Jungle* to WPIX (TV) New York for two more years for telecast six times weekly.

United Producers-Distributors, Hollywood, has sold *Reel Adventure* for 39 weeks to KGUL-TV Galveston, Tex., and 13-feature western package to WCCO-TV Minneapolis-St. Paul.

FILM PEOPLE

H. Jeff Forbes, managing director and executive producer, tv and motion picture div., Cabell Eanes Inc., Richmond, Va., elected vice president and board member of parent organization.

Len Ringquist, time salesman, Television-Radio Broadcasting Inc., Boston, appointed sales representative, NBC Film Div., headquartering in N. Y.



ever see an elephant blush?

From 5:00 to 5:30 weekday afternoons, "Elmer the Elephant" (with his trainer John Conrad) commands the loyal attention of Chicagoland moppets with his program of old-time movies and fun. But popularity is only part of the story.

At WNBQ no one forgets for a moment that

THE PAY-OFF IS AT THE POINT-OF-SALE

The result is high sponsor-satisfaction and unsolicited posies like this recent one from Mr. Mark Schreiber, President of Mark Schreiber Advertising of Denver, in behalf of Glitter Art coloring sets:

"... the results we have achieved this year using 'Elmer the Elephant' have been most gratifying. Our large outlets are F. W. Woolworth stores and Walgreen, and we have had excellent sales results with the product in your area, using your station exclusively. It speaks well for the kind of job WNBQ can do..."

Elmer modestly points out that he's ready to do the same job for you. So are other home-grown, top-rated programs in WNBQ's famous "Chicago School" tradition—backed by the most active promotion and merchandising service in town.

To make sure Television pays off for you in Chicago, call your NBC Spot Sales representative, or

WNBQ NBC TELEVISION IN CHICAGO
a service of RCA

REPRESENTED BY NBC SPOT SALES

FOUR CLINICS OPEN BMI SERIES

NEARLY 100 persons attended the opening 1955 series of BMI Program Clinics at Seattle last Wednesday and somewhat less that number the one at Little Rock the same day. Friday clinics were scheduled for Portland, Ore., and Jackson, Miss.

In Seattle, at the Benjamin Franklin, the clinic featured a talk by Russell Sanjek, BMI, on "Radio—With a Capital R," followed by other speeches by John Carlson, KLOG Kelso; Margaret L. Hood, CKY Winnipeg, and Jack Knell, WBT Charlotte, N. C., on the respective subjects of community, women and local news programming.

Edwin H. James, B•T's managing editor, was guest luncheon speaker. He was followed by James W. Nolan Jr., KIMA Yakima, on specialized radio programming, and Franklin Sisson, WOOD Grand Rapids, on program and station promotion. An open forum wound up the Seattle program, which was presided over by Turner Cooke, BMI field representative. J. Elroy McCaw, KELA Centralia and president, Washington State Assn. of Broadcasters, called the meeting to order.

At Little Rock's Marion Hotel, talks of similar content were presented by Glenn Dolberg of BMI, who spoke on radio; Ted Rand, KDRS Paragould, Ark., on "New Seeds for Grass Roots;" Alice Fairn Friberg, WSYB Bristol, Va., on women's programming; Cy Casper, WBBZ Ponca City, Okla., on local news; Storm Whaley, assistant to the president of U. of Arkansas, on "Outside Looking In—A Changed Viewpoint;" Bruce Barrington, KXOK St. Louis, on program and station programming. W. N. McKinney, KELD El Dorado and president, Arkansas Broadcasters Assn., called to order the meeting which was presided over by Justin Bradshaw, BMI.

ASCAP, Industry Relations 'Cordial,' Adams Tells Meet

RELATIONSHIP between the American Society of Composers, Authors & Publishers and the radio-tv industry was termed "amicable" and "cordial" by President Stanley Adams in a Beverly Hills, Calif., talk last Thursday.

Presiding over the semi-annual West Coast ASCAP meeting, Mr. Adams reported that no question now exists in the broadcasting industry as to the right of ASCAP to impose licensing fees. Questions have been raised, however, as to proper rates.

George A. Hoffman, ASCAP comptroller, said the society recently has made two distributions, of $3.9 million each, to members.

KAFFEE-Klatsch in Seattle prior to opening of the BMI clinic series last week includes (l to r) Russell Sanjek, BMI; F. Turner Cooke, BMI field representative, and J. Elroy McCaw, KELA Centralia and president of Washington State Assn. of Broadcasters.

McDONALD ENVISIONS QUICK START TO PAY-TV

Zenith president dosen't see why fee-tv should drive out free-tv. Meanwhile, educational group evinces interest in pay-tv possibilities.

ZENITH President E. F. McDonald Jr. thinks subscription tv can get started in two big markets within a year after the FCC gives pay-tv the green light. He indicated that it was Zenith's plan to lease decoders to viewers, rather than sell them. His remarks were contained in a short interview published in the Feb. 28 issue of *Newsweek* magazine.

Among other things, Comdr. McDonald said he knows of only one film producer who is not interested in subscription tv. He also said a number of "far-sighted" theatre people have already contacted Zenith about local franchises. To the charge that fee-tv might entirely drive out free-tv, Comdr. McDonald said that people will still want news, panel shows, half-hour comedy and mystery programs and variety shows.

Meanwhile, a cautiously-worded statement on subscription tv has been issued by the Joint Committee on Educational Tv. At the same time, the National Community Television Assn. has decided to withhold taking a position on the subject pending further study.

JCET said that should subscription tv be authorized, it will be "deeply interested in exploring [its] educational possibilities." Referring to backers' statements that pay-tv would provide a more flexible and varied medium of communication, increasing viewers' choices, JCET said: "These features are in harmony with educational methods and objectives, and accordingly the JCET will urge that the FCC take them into account in its consideration of subscription television."

NCTA caution stems from the undetermined methods of payment for subscription tv. Questions raised involved whether community tv subscribers would have to pay twice for a scrambled program—once to the antenna company for service and again to unscramble the picture—or just once by having the community tv system unscramble the picture at its receiving point. NCTA was approached by representatives of the anti-pay tv Joint Committee on Toll Tv for support in opposition to subscription tv, it was reported, but decided to take no stand until it has studied the subject more thoroughly.

KXLY-TV's merchandising DOUBLES SALES for Carnation's Instant Milk!

Complete follow through at point-of-sale level secures outstanding sales results for KXLY-TV advertisers. It's a PLUS!

"May I take this opportunity to express my sincere gratitude for the help and guidance you extended to us during our recent Telemarket promotion on Carnation Instant Milk. We received excellent cooperation from the Retail Stores, Advertising Accounts and Store Supervisors. Displays were featured in most all stores, and our sales of Carnation Instant Milk were doubled during the promotion.

Sincerely,
Phil G. Withers
District Sales Manager
Carnation Milk Company

KXLY'S-TV Merchandising is FREE to qualified Advertisers!

Available at a discount when purchased in conjunction with the XL network.

SPOKANE KXLY-TV WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

WKRC-TV

316,000 watts

on Channel 12

CBS CINCINNATI, OHIO

MAXIMUM POWER

Soon

MAXIMUM POWER

WTVN-TV

100,000 watts

on Channel 6 COLUMBUS, OHIO

Don Chapin
Mgr. New York Office,
550 Fifth Avenue

Ken Church
National Sales Manager

REPRESENTED BY THE KATZ AGENCY

McConnaughey Endures Fire Bath By Senate Commerce Democrats

FCC Chairman's confirmation may be settled this week. He informs Commerce Committee he favors selective vhf-uhf deintermixture, removal of legal bar 'insulating' Commissioners from FCC staff, and patience with educators. Mr. McConnaughey apparently would support FCC's newspaper diversification policy in comparative cases, but his testimony conflicts. He declines comment on Lamb case.

SENATE Democratic sharpshooters last week put FCC Chairman George C. McConnaughey through a barrage of questions in efforts to find out his past, present and future practices and philosophies in the communications field.

The Senate Interstate & Foreign Commerce Committee's Wednesday hearing on Mr. McConnaughey's nomination to the FCC was marked by sharp verbal clashes between Democrats and Republicans as senators delved into the FCC chairman's past business associations, his activities during the 4½ months he has served as appointive chairman of the Commission and what he intends to do about some of the most pressing problems of the broadcasting and communications industry.

Chairman Warren G. Magnuson (D-Wash.) ended the session of several hours by "leaving the book open a few days" for further comments and to "let the dust settle." Thus, the committee may vote on reporting the nomination this week, perhaps as early as Wednesday.

Main issues in the McConnaughey hearing:

• **Uhf-vhf troubles and the Plotkin and Jones reports.** Chairman McConnaughey said he favored "selective deintermixture" (recommended in the Plotkin Memorandum, B•T, Feb. 7) and removal of tax on all-channel tv sets.

• **FCC's tv applications backlog.** Mr. McConnaughey criticized Secs. 309 (c) and 409 which "insulate" commissioners from individual proceedings and FCC staff participants; said the backlog now is being reduced rapidly; said he will institute a "manual of procedure" to keep irrelevant material from slowing down grants and said he will ask changes in Secs. 309 (c) and 409.

• **Newspaper ownership of radio-tv stations.** Mr. McConnaughey's morning and afternoon testimony seemed to conflict on this issue. He told Sen. Price Daniel (D-Tex.) that all other things being equal, he (newspaper applicant) "ought to have a little bit in his favor because of experience and background." Later, he told Sen. Estes Kefauver (D-Tenn.), who had referred to the morning testimony: "No, I would not favor the newspaper. If you got that impression, it was wrong. I stated it wrong, we will say."

• **FCC license renewal procedures and the Ed Lamb case.** The FCC chairman said he wasn't on the FCC when the case began; that FCC rules forbid him to discuss the merits of the Ed Lamb case before it goes to FCC members, but he would at that time make a study of the general principles involved and take "strong disciplinary action" if anything was "improper." He said the FCC rules "protest" section should be revised to keep out "frivolous" protests. He declared he did not believe former FCC attorney Walter R. Powell Jr. "coerced" any witnesses in the Lamb case.

• **Military demands in the vhf band.** Mr. McConnaughey said the military has a "substantial part" of the vhf band, but the Office of Defense Mobilization has been "cooperative" with the FCC.

• **Mr. McConnaughey's past employment by subsidiary and affiliate companies of AT&T.** He said he did not feel his work as an attorney in getting rates raised for two Ohio telephone companies would affect his actions in similar decisions of an interstate nature by the FCC. He was questioned extensively on this subject by Sens. Magnuson, Kefauver, A. S. Mike Monroney (D-Okla.) and John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee.

• **Educational tv.** The FCC chairman said he favored being "patient" with educational tv applicants and aspirants.

• **Racing wires.** Mr. McConnaughey said he would enforce any congressional legislation adopted against use of the wires to transmit gambling information.

• **Wiretapping.** Mr. McConnaughey acknowledged FCC jurisdiction over wiretapping, agreed with Sen. Magnuson that it is a "nefarious practice" and agreed to suggest legislation to control it.

• **Practice of the merit system in filling Civil Service jobs.** The FCC chairman reiterated his testimony of last fall [B•T, Nov. 15, 1954] that he adheres to civil service regulations in filling vacancies.

Verbal duels came during the afternoon session while Mr. McConnaughey was being questioned by Sen. Kefauver, who, although not a member of the committee, was permitted to question the FCC chairman by unanimous committee consent.

Sen. Kefauver first drew fire from Sen. John W. Bricker (R-Ohio), ranking Republican of the committee and its chairman during the 83d Congress. The Tennessean had questioned Mr. McConnaughey at length on the Lamb case, to which Mr. McConnaughey had replied that he could not comment on the case until it was sent to the FCC membership.

Sen. Kefauver said the FCC at first had charged Mr. Lamb with membership in the Communist Party, but had later modified the charge to associating with communists. "What about charging anyone with being a communist and then dropping the charge without apology?" he asked.

Sen. Bricker broke in to say it was "unfair" for Sen. Kefauver to "come in here . . . and start asking this witness about cases that are now pending before the FCC in which he has said that he has no information and in which he is prohibited by the law from getting information. I think it is an unfair line of questioning."

"I resent the statement of the senator that it is unfair," Sen. Kefauver replied.

"Well, you can just go ahead and resent it. . . . It stands on the record and I will still say it," retorted Sen. Bricker.

The second set-to came when Sen. Andrew Schoeppel (R-Kan.) said he wanted the record to show that Mr. McConnaughey was "forthright and did not prove to be an unwilling witness," and that testimony did not have to be "dragged out of him."

Sen. Kefauver disagreed: "I had some trouble." He added he understood the FCC chairman was not "immediately forthright" to questions from Sen. Monroney at the hearing last November. Sen. Monroney acknowledged at this point that he had been "frankly disappointed" with Mr. McConnaughey's responses.

This referred to Mr. McConnaughey's statement last November that he never had represented AT&T, although, under questioning, he said he had represented Ohio Bell Telephone Co., a subsidiary, and Cincinnati Suburban Telephone Co., about 30% owned by AT&T.

Mr. McConnaughey's testimony on newspaper ownership of stations began during the morning session while he was being questioned by Sen. Daniel, who asked: "Do you think a newspaper is disqualified because of the fact it is a newspaper from being the licensee of a tv or radio station?"

"I certainly do not," Mr. McConnaughey said.

"Do you believe a newspaper owner by virtue of his newspaper ownership is less qualified than an applicant who does not have a newspaper, all other things being equal?" continued Sen. Daniel.

"I certainly do not; on the contrary, I think he ought to have a little bit in his favor because of experience and background," Mr.

HEARING scene shows (l to r) FCC Chairman George McConnaughey; hearing reporter; Sen. Everett Dirksen (R-Ill.) (an observer); Bert Wissman (standing), clerk on Senate Commerce Committee; Sens. Andrew Schoeppel (R-Kan.), John W. Bricker (R-Ohio) and Warren G. Magnuson (D-Wash.), committee chairman.

As always, the most recent Pulse shows WCBS Radio has a greater audience during the average quarter-hour than any other New York radio station... 50% larger than the next network station, 23% larger than the next local station. Now, Pulse has released a new report...

A NEW MEASURE OF SUCCESS FOR WCBS RADIO!

The first CPA (Cumulative Pulse Audience) report is in. For the first time, Pulse shows how many *different* families listen to each of metropolitan New York's 4 network and 9 leading local radio stations.

MORNING, AFTERNOON AND NIGHTTIME, TOTAL DAY AND TOTAL WEEK, WCBS RADIO LEADS IN EVERY SINGLE CATEGORY! For example, on a total week basis, WCBS Radio reaches a whopping 80.9% of *all* radio families in the entire 12-county area measured in the survey... 11% more different families than the next network station and 32% more different families than the next local station. In fact, WCBS is the only radio station (network *or* local) to reach *3 million different families* weekly in this 12-county area! (And WCBS reaches well beyond this area to an additional 17 counties.) We would be happy to go into the whole story with you. For all of the details, get in touch with CBS Radio Spot Sales or The Number One Station in The Number One Market... **WCBS RADIO**

Sources: Average 1/4-hours—Pulse, January 1955; Total Week—Pulse CPA 12/54, released February 11, 1955.

McConnaughey answered. Later, answering a question from Sen. Magnuson, Mr. McConnaughey said it was a "different situation" where the sole newspaper in a market also has "the other methods of communications."

Under questioning by Sen Kefauver in the afternoon, however, the FCC chairman said he would not favor a newspaper applicant over a non-newspaper applicant. Pressed by Sen. Kefauver, he said owning a newspaper "could be a favorable factor with reference to their experience. To me, that is just common sense."

Sen. Kefauver asked: "That would be a favorable factor then. If there are two applicants, one a newspaper and the other just an individual, would you favor the newspaper?"

"No, not necessarily," replied Mr. McConnaughey.

Asked if he thought newspaper operation would be an experience "that would cause you to look with more satisfaction upon them than on the other individual," Mr. McConnaughey replied:

"It could be or could not be. It would depend entirely on each individual case, entirely on the circumstances surrounding each individual case."

Asked by Sen. Daniel during the morning session if, in considering exceptions to an examiner's decision, he restricts considerations to whether the exceptions demonstrate "fatal error, or do you consider the case as one of the first impression?" Mr. McConnaughey replied that he would consider it "as of first impression."

In the afternoon Sen. Magnuson returned to questioning Mr. McConnaughey about the FCC's decision favoring KTBS Shreveport over KWKH (a newspaper applicant—*Shreveport Times*) there for grant of ch. 3, about which the committee chairman and Sen. Daniel had questioned Mr. McConnaughey during the morning session.

Reading from questions presumably given him by Sen. Allen Ellender (D-La.), who made a brief appearance at the hearing, Sen. Magnuson asked the FCC chairman if he was familiar with the decision. Mr. McConnaughey said he was. He said he also had read the examiner's initial decision before hearing oral argument.

"Did you know one of the parties was charged with testifying falsely before the examiner?" Sen. Magnuson asked. "I don't recall that," Mr. McConnaughey replied.

"Did you read the record for evidence on this charge—?" Sen. Magnuson said, interrupting himself to say, "—but you said you didn't recall." He then asked:

"Before voting did you read the examiner's decision in its entirety?"

"I did," Mr. McConnaughey replied.

"Did you check the record to verify all revisions of the examiner's initial decision contained in the FCC's final decision?" Sen. Magnuson continued.

"I did," said Mr. McConnaughey.

Sen. Pastore began the morning questioning by asking Mr. McConnaughey if he was "hopeful of some solution to this uhf and vhf or are we going to swing in the dock?"

Mr. McConnaughey said some forward steps had been taken in engineering and other matters and said he thought a partial answer was in removing the excise tax on all-channel sets. He said two high-power (million-watt) uhf stations already are in operation with praiseworthy success. He added he thought the FCC should consider rulemaking for "selective deintermixture," suggested in the Plotkin Memorandum. The Jones report deprecated both the tax proposal and deintermixture.

Sen. Pastore said the situation "gets worse every hour. . . . I take it we're still talking in generalities about it, from what you said just now."

Mr. McConnaughey admitted this was true "up to the present time," adding that originally FCC had expected that manufacturers would build all-channel sets when uhf was allocated. He said tv has been in operation only seven years and described the vhf losses for 1948-50 as some $48 million.

Sen. Pastore cautioned that manufacturers must agree voluntarily to make all-channel sets: "You've got to show them a profit."

To a question by Sen. Magnuson on military demands in the vhf band, the FCC chairman said the military had a "substantial" portion, but the FCC has worked closely with the administration (ODM).

"Does the military have too much of the band or is it a reasonable amount for the purposes?" asked Sen. Magnuson.

Mr. McConnaughey said he didn't know.

"Maybe this committee should find out," Sen. Magnuson said. He added the military share represented "quite a gap. I've seen some charts."

Mr. McConnaughey said Secs. 309 (c) and 409 segregate the commissioners from FCC examiners. He said since he had named James D. Cunningham as chief examiner there have been 18 backlog cases disposed of, which he called an all-time record. He predicted that by July 1 the FCC will have handled more cases than "all last year," and that "we're getting the show on the road."

"If nothing else, I think I do know something about administration," he said. He predicted the backlog would be eliminated in 12 months except for "hard core" cases, and criticized some of the latter as being too long (8-, 10-, 11-thousand pages).

"There is evidence submitted that should never be there," he said. He was asked by Sen. Magnuson to "say that again" and did so. Asked if that was his opinion, he replied, "I know it."

Sen. Magnuson, agreeing cases were "cluttered," said: "You give them due process of law but a lot of undue process."

Mr. McConnaughey said FCC rules have commissioners "so segregated that they are supposed to act like a court of appeals." "I never heard of anything so ridiculous in my life as Sec. 409," he added. "You can't talk to the chief counsel, the chief engineer or the chief accountant."

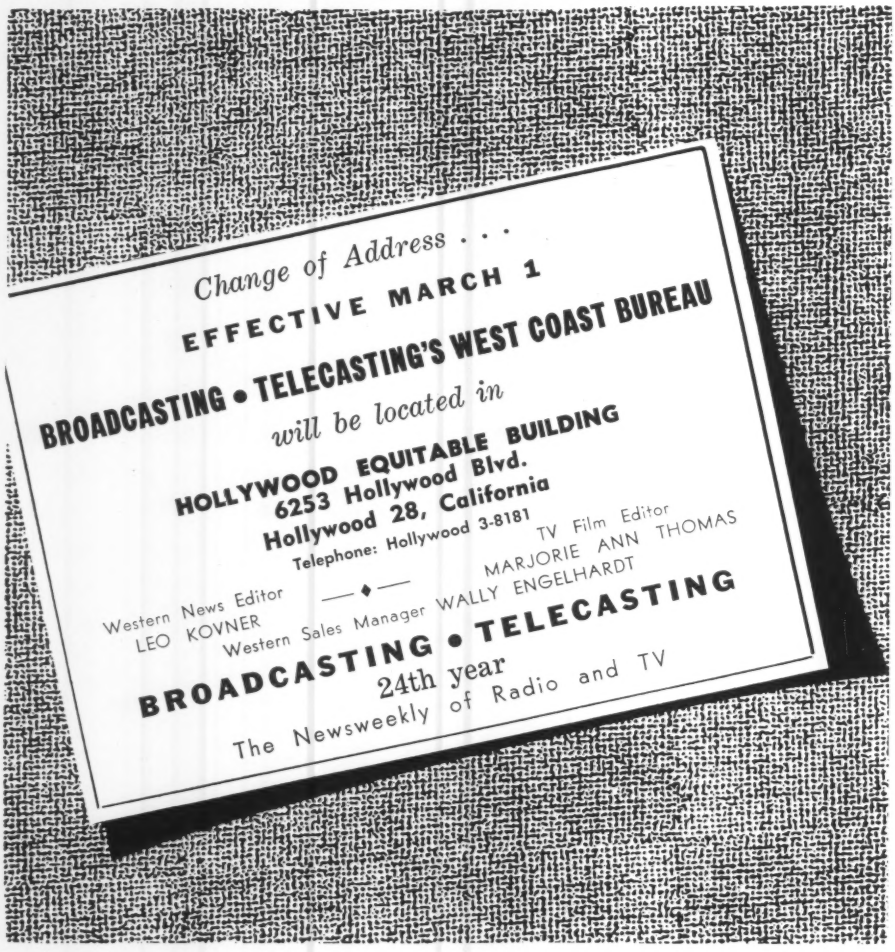
Questioned by Sen. Pastore, he said he would recommend changes in the rules.

Sen. Bricker said the committee had recommended changes "several years ago and got bogged down."

Sen. Magnuson said he was asking the man who "wrote" the Communications Act (former Sen. Clarence Dill of Washington) to look over the law and recommend changes.

Answering questions from Sens. Pastore and Magnuson, Mr. McConnaughey said a hearing examiner staff of 24-25 persons has been on the some 200 tv cases and an unknown number of radio cases; that he had kept on temporary examining teams to work on the backlog.

At this point, Sen. George Bender (R-Ohio) made a statement praising the character of the FCC chairman, a fellow Ohioan, in which he



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WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
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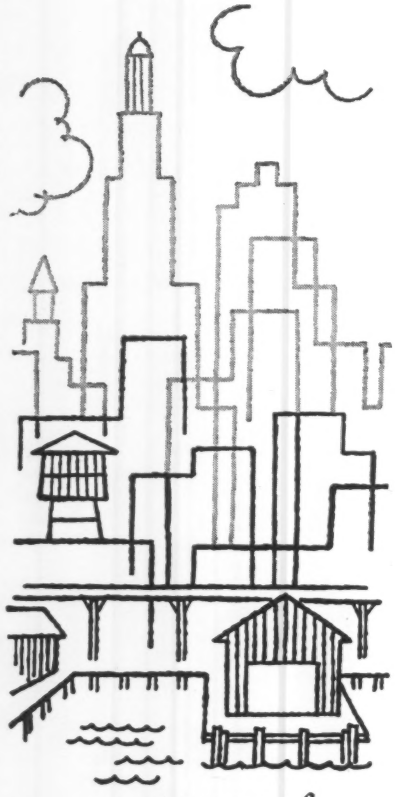

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said that "George McConnaughey has never been for sale. He is intelligent, honest, and has the respect of the entire state."

Sen. Magnuson at this time said the Senate Legislative Counsel had advised him that in its opinion FCC officials could not be successfully prosecuted for furnishing the committee with the financial statistics on tv stations and networks, asked by Robert F. Jones, until Feb. 1 GOP counsel for the committee's current investigation. The FCC had written the committee that it did not feel free to furnish the information because it was given in confidence, citing Sec. 19.5 of Title XVIII, U. S. Code.

Mr. McConnaughey said he signed the FCC letter after unanimous agreement of the Commission. He suggested that FCC will get the Attorney General's opinion on the matter.

Sen. Magnuson said his committee will try to cooperate with the FCC "from the legislative end" in getting FCC's rules of procedure overhauled, so applicants all will know they are "being treated equally."

The Commerce Committee chairman criticized the practice of applicants who withdraw and ask the successful applicant to reimburse the withdrawer for its expenses. "It's nothing illegal, but it's a practice the FCC ought to step on," he declared.

Mr. McConnaughey said he was chairman of the Ohio Public Utilities Commission six years, but handled no telephone rate cases.

He later represented Ohio Bell and Cincinnati Suburban when the Ohio PUC granted them rate increases of 15%-16%, confirmed in both instances by the Ohio Supreme Court, he said.

Sen. Pastore asked how rates were based when the state companies perform interstate (as opposed to intrastate) services. Mr. McConnaughey replied that a joint committee appointed by the FCC and by a group representing the various state public utilities commissions agrees on rates for all interstate aspects of telephone companies operating within a state.

Asked by Sen. Pastore when the FCC had last held public hearings on interstate telephone rates, Mr. McConnaughey said he didn't know.

"It might be interesting for you to find out," Sen. Pastore replied.

Mr. McConnaughey, answering criticism that he had sustained the principle of rates based on reproduction costs of equipment new, less depreciation, replied that this principle is the law in Ohio. Interstate rates, under FCC, are based on original costs of equipment less depreciation. He promised that FCC would work on the problem of exorbitant rates "much more than in the past."

Mr. McConnaughey said the FCC usually decides in favor of local tv applicants as against outsiders in a market, all other things being equal. He said he knew of no instance where the Executive Branch had tried to interfere in grant cases.

Under questioning from Sen. Monroney, Mr. McConnaughey said he represented Ohio Bell in 1948-49 and in 1952-53, and Cincinnati Suburban in 1949-50. He said about a third or a fourth of his practice at the times came from Ohio Bell and about a tenth from Cincinnati Suburban.

Sen. Magnuson asked what the FCC is thinking about on the Lamb case, adding that the Attorney General is "going to haul that woman [Mrs. Marie Natvig] before the grand jury."

The FCC chairman said the FCC must decide if a renewal is in the public interest and if it decides otherwise, is duty bound to set the case down for hearing. He explained that re-

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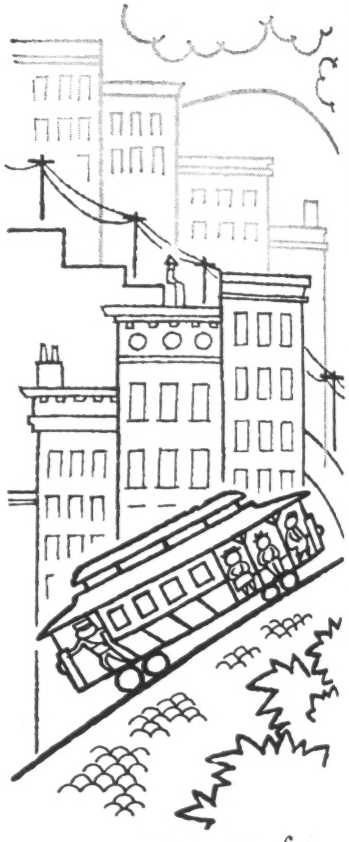

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newal usually is automatic unless the FCC receives complaints or initiates a hearing on its own motion.

Asked about attorney Walter R. Powell Jr., who headed the FCC case against Mr. Lamb until a few weeks ago, Mr. McConnaughey said Mr. Powell resigned from the FCC to go to NARTB and that he had never talked to Mr. Powell. He said Mr. Powell was allowed to resign during a recess in the case. The FCC chairman said that, to his knowledge, no letter of recommendation was written for Mr. Powell. He said he intended to look into the "general principles" of the Lamb case.

He promised an investigation when the case comes before the Commission and "strong disciplinary action" if anything proves "improper."

Sen. Magnuson asked how FCC got its witnesses: "Did they just show up or did someone go out and get a-hold of them?"

Sen. Monroney asked why FCC refused to list its charges and witnesses until asked to do so by the commitee and asked if the hearing couldn't have been conducted by the Commission membership.

Mr. McConnaughey said the FCC will decide on "frivolous" protests and screen them.

Mr. McConnaughey had no opinion on whether licenses should be renewable every year, every several years or be permanent.

Sen. Magnuson said he felt there should be a statute of limitations on charges against licensees. "In some of these cases they dig back 50 years."

Sen. Kefauver, in beginning his questioning, observed that this is the "first time" a commissioner has been named who has represented a firm which has business before the FCC. (A GOP spokesman after the hearing said other commissioners have been named who have been at networks, etc.)

Kefauver Hypothesizes

The Tennessee Democrat asked Mr. McConnaughey if he thought the public would respect a seven-member Commission if all the members came from firms in the communications field.

Mr. McConnaughey said no, but he thought he could be objective, citing his experience in public office.

Asked if he helped to get the Ohio law started (telephone rates based on reproduction costs new less depreciation), Mr. McConnaughey replied: "Heavens, no!" adding that the law was enacted in 1913 "when I was still in high school." He said rates of the two Ohio telephone firms were among the lowest in the U. S.

Sen. Kefauver replied that, nevertheless, the firms were among the highest in the profit field, citing 8.8%.

Answering questions, Mr. McConnaughey said he had no idea of upsetting the present FCC rate-fixing formula (i.e., based on original costs of equipment less depreciation). He said in FCC cases he will "do what my conscience dictates," taking into account what other FCC members think, and would see that telephone firms get enough to "attract capital."

Mr. McConnaughey again told Sen. Kefauver that he could not comment on the Lamb case and did not know Mr. Powell. He said he had read that Mr. Powell had had a "severe heart attack."

"Have you made any inquiry if this is true?" Sen. Kefauver asked.

Asked by Sen. Kefauver if he intended to look into FCC license renewal procedures, Mr. McConnaughey said he would when it comes before the FCC membership; that he knew

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CHAIRMAN McConnaughey emphasizes a point during the hearing. Others are hearing reporter (near Mr. McConnaughey) and (l to r) Sens. Frederick G. Payne (R-Me.) and George Bender (R-Ohio).

nothing about the case except what he had read in newspapers. He said he didn't think the FCC itself should have heard the case because the membership has other important things to do for the public interest.

"What rules of procedure have you gotten up?" Sen. Kefauver asked.

Mr. McConnaughey replied that he had asked Percy Russell, president of the Federal Communications Bar Assn., to appoint a committee to work with an FCC staff committee to establish a manual for rules of procedure.

Two other witnesses made statements before the committee.

They were: Harry R. Booth, chairman of Utility Users League, which he described as a consumers' organization, and who also said he represented Mayor Paul Egan of Aurora, Ill., and others; Joseph Selly, president of American Communications Assn., New York, a union of employes of Western Union Telegraph Co., RCA Communications, French Cables, Western Union Cables and a number of radio broadcasting companies.

Mr. Booth urged against appointment of Mr. McConnaughey because of his former connection with AT&T companies.

Mr. Selly asked that the committee find out Mr. McConnaughey's "attitude on monopoly." He said the FCC "has gone out of its way to encourage monopoly" and said he believed the FCC Chain Broadcasting report of 1941 empowers it to remedy this situation.

Ike Speaks for Red Cross

AN eight-network broadcast will launch the 1955 Red Cross campaign today (Monday) with a three-minute message delivered by President Eisenhower. The President's message will be spotted on programs throughout the evening, beginning at 8 p.m. EST.

Seeks $100,000 Network Probe

REP. ALBERT THOMAS (D-Tex.), chairman of the House Appropriations Committee's Independent Offices Subcommittee, said his committee intends to submit a proposal to give the FCC $100,000 for a study of the economics of radio and television networks.

He did not say whether FCC had asked for such a sum, but said it was "generally agreed" that the FCC should make "its own economic study." He said the proposal would have to be passed on by the parent committee.

LAMB CASE DISMISSAL TO BE ASKED

Hearing recesses without date. Recanting Natvig slated to appear before D. C. grand jury today on testimony reversal.

TURBULENT license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was recessed without date by FCC Examiner Herbert Sharfman Thursday pending receipt of a motion tomorrow (Tuesday) by counsel for Mr. Lamb which will seek termination of the case and immediate renewal for the Erie station.

Russell Morton Brown, attorney for Mr. Lamb, told the examiner there has been a "complete and thorough failure" by the FCC Broadcast Bureau to present any evidence which would support the Commission's charges of communist ties on the part of Mr. Lamb as set forth in FCC's pre-hearing McFarland letter early last year and the "resume" of allegations issued in mid-summer. He said there has been nothing worthy of reply by Mr. Lamb presented in evidence.

Mr. Brown's position was disclosed Thursday morning following completion of further examination of ex-communist Lowell Watson by Broadcast Bureau attorneys in an effort to discover why he recanted his previous testimony linking Mr. Lamb with communist activities at Toledo in the 1930s [B•T, Feb. 21]. He said he lied when he testified Mr. Lamb gave him money for Communist Party causes.

Mr. Watson was the second witness in the case to state during further cross examination this month that his testimony last fall adverse to Mr. Lamb was false. He contended FCC personnel "conditioned, coached and misled" him.

Mrs. Natvig Said She Lied

Fortnight ago, Mrs. Marie Natvig recanted her earlier testimony. She said she had lied when she involved Mr. Lamb in a world communism scheme which included seizure of communication facilities in the U. S. [B•T, Feb. 14]. Mrs. Natvig contended she lied because she had been "coerced" by Broadcast Bureau attorneys, chiefly Walter R. Powell Jr., now on the legal staff of NARTB and confined to his home following a heart attack Feb. 3.

An affidavit by Mr. Powell disclaiming the charge was introduced last week by the Broadcast Bureau in a detailed pleading submitting documentary details about Mrs. Natvig's original representations to FCC and the circumstances of her preparation to testify. The examiner, who has described Mrs. Natvig as a "completely incredibile witness," is asked by the petition to reconsider his ruling of Feb. 11 which foreclosed further investigation by the Broadcast Bureau into matters relating to Mrs. Natvig's change of testimony.

Mrs. Natvig today (Monday) is scheduled to appear before a District of Columbia grand jury to explain reversal of her testimony in the Lamb case and her charges of coercion. The grand jury probe was ordered last week by Attorney General Herbert Brownell Jr. Later in the week FCC submitted to Justice Dept. the hearing transcript of Mrs. Natvig's appearance before Examiner Sharfman.

With conclusion of Mr. Watson's testimony last week, it was speculated that his reversal also will become the subject of similar investigation.

Examiner Sharfman on Wednesday expressed the opinion he would find it difficult to make any finding on Mr. Watson's testimony in view of the avowal by the witness that it was "incorrect."

The examiner made known his feeling during exchanges between Mr. Russell Brown and Edward J. Brown, attorney for FCC. The Lamb counsel repeatedly protested FCC's questioning of the witness as to why he changed his story, contending such was the subject for probe in another forum while the WICU license renewal is at issue in the case before Mr. Sharfman.

Mr. Edward Brown argued the collateral issue of false testimony was injected during further cross examination of Commission witnesses by the Lamb counsel. He said there is "no rhyme or reason" for Mr. Watson's change of testimony and hence it required exploration.

Mr. Edward Brown contended his inquiry would show that Mr. Watson "thrust himself" into the case and "was not dragged in and conditioned." He questioned Mr. Watson about his experience as consultant and witness for Justice Dept. for 18 months and observed that it was hard to believe Mr. Watson could have been misled or conditioned as easily as he claimed.

One highlight of Mr. Watson's testimony last week came at the close of his appearance when he admitted he gave incorrect information during questioning a few days earlier by Commission counsel as to how he happened to change his original story. A week ago the witness described seeing certain documents in FCC's offices last fall and observing a specific signature on the documents, shown to him by another witness in the case. The Broadcast Bureau subsequently represented that the documents were never in its possession.

Thursday morning, under further inquiry by Mr. Edward Brown, Mr. Watson said that if he testified he had seen the signature, "I did not understand the question." He explained he was not feeling well at the time and in fact had not seen any signature.

Under questioning by Mr. Russsell Brown, Mr. Watson related details of his work for the Lamb attorney as a consultant following his testimony before FCC. He said he worked for eight days at $25 per day and consulted with Mr. Russell Brown on his knowledge of the Communist Party and the conformity of testimony by other witnesses about their reputed communist activities.

Prior to the recess of the case Thursday a heated exchange developed between Mr. Russell Brown and Joseph M. Kittner, assistant chief of the FCC Broadcast Bureau, as Mr. Brown stated his intention to move for prompt termination of the case.

Mr. Kittner said he may want to call Mr. Lamb as a witness since a number of things

Ike Silent on FCC

PRESIDENT Eisenhower refused Wednesday to be drawn into the controversy regarding recanting of testimony by two witnesses in the FCC's license renewal hearing involving Edward Lamb and WICU (TV) Erie, Pa. At his news conference a reporter asked the President if he was going to look into the FCC's operation as a result of the confusion raised by behavior of Commission witnesses. He replied that he would not take any action without making a thorough investigation.

Two Broadcasters Serve on Ike's Staff

TWO BROADCASTERS are serving on the White House staff as administrative assistants to President Eisenhower. Fred A. Seaton, former Assistant Secretary of Defense and an ex-senator (R-Neb.), was inducted into office Monday. He will be a member of the White House liaison unit working with Congress, a function he had performed at the Pentagon. Howard Pyle, recently Governor of Arizona, joined the President last month as liaison representative with federal and state governments.

Mr. Seaton received the Medal of Freedom Monday at the Pentagon. It was presented by Secretary of Defense Charles E. Wilson, who praised his work "here and abroad in the formulation and development of policies on the free exchange of information and understanding."

"Welcome back aboard the train," the President said as he greeted Mr. Seaton, referring to his role during the campaign of 1952.

Mr. Seaton and his brother, Richard M., own Seaton Publishing Co. (KHAS Hastings, Neb.; *Hastings Tribune*, which holds a grant for tv ch. 5 in Hastings. They also own other midwestern radio stations and newspapers.

Mr. Pyle is a vice president-program director of KTAR Phoenix and the Arizona Broadcasting System.

PRESIDENT Eisenhower welcomes Fred A. Seaton (l) to his staff Monday and greets members of his family, Mrs. Seaton; Christine, 12, and Donald, 14, during a get-together at the White House.

on the record are yet to be explained. Mr. Kittner said he would consider whether or not to call Mr. Lamb during the recess.

The suggestion that Mr. Lamb may be called drew a vigorous complaint by Mr. Brown that Mr. Lamb long had "begged" FCC for a chance to tell his story but was not afforded "the courtesy of a reply" when he offered to answer any questions on the allegations against him.

The Lamb attorney charged that FCC instead of hearing Mr. Lamb's explanation in the "privacy" of its offices had "focused the white heat of publicity" on the charges and set them for public hearing. He considered this a "revolting procedure at public expense."

Mr. Kittner asked the examiner to stop Mr. Brown from continuing his "vituperative" and "irresponsible" attack on the FCC, but Mr. Brown shouted, "I'll show you how irresponsible it was when you get up before Congress."

FCC Welcomes Probe

Mr. Kittner shouted back that Mr. Brown kept dragging in a "constant threat of congressional investigation" and recited his invitation made earlier in the week that FCC will welcome any probe of its handling of the Lamb case or the changes of testimony by Commission witnesses.

Examiner Sharfman pounded with his fist in repeated efforts to admonish both counsel to stop shouting.

Mr. Russell Brown Thursday morning also told the examiner he would not further cross examine, as previously expected, the Broadcast Bureau's first witness in the case, William Garfield Cummings. Mr. Brown said he would move to strike Mr. Cummings' testimony because it had been conditionally acccepted. He explained that Mr. Cummings' statements about mention of Mr. Lamb as a prospective contributor during executive board meetings of the Communist Party at Toledo were hearsay evidence.

Mr. Brown said the testimony was received only because Mr. Powell promised it would be corroborated by Joseph Friedman, described as a local party official at that time. Mr. Friedman later pleaded the Fifth Amendment and refused to testify before Examiner Sharfman.

Respecting Mrs. Natvig's charges of coercion, Mr. Powell's affidavit said in part, "I hereby categorically state with all the emphasis at my command that these charges are baseless, unfounded, untrue and malicious; that no one connected with this case in my presence or to my knowledge, has in any way coerced Mrs. Natvig into making any statement whatever. The statements which Mrs. Natvig made under oath were her own statements voluntarily and repeatedly made to me and others . . . In fact I repeatedly stated to Mrs. Natvig in my conversations with her prior to her public testimony that we wanted her to be absolutely certain that everything to which she testified was the truth."

LIBEL BILL MOVES IN N. Y. LEGISLATURE

State measure which passed Assembly and now goes to Senate would absolve radio-tv stations of any blame for defamatory remarks made by a legally qualified candidate for political office.

A NEW YORK state bill to relieve radio and tv stations of liability for defamatory remarks in speeches broadcast by qualified political candidates had cleared its first hurdle and was awaiting further action last week.

The bill, which has the backing of the newly-formed New York State Assn. of Radio & Television Broadcasters, passed the State Assembly by a 140-0 vote and is expected to come before the Senate for final action shortly.

While some observers felt there was "every reason to believe" it would be enacted, others were more cautious but for the most part optimistic. The measure is less complicated than a similar one which two years ago was passed by the Senate but, contrary to the action on this one, killed by the House.

The bill is the first major project of the NYSARTB, which was formed in January with Michael R. Hanna, WHCU Ithaca, as president [B•T, Jan. 17]. John Titus, of the Albany law firm of Whalen, McNamee, Creble & Nichols, has been retained by the association as counsel and is its legislative observer.

FCC Rules Noted

The bill frees radio and tv station operators and their employes from liability for damages for any defamatory statement by any legally qualified candidate whose broadcast remarks may not, under FCC rules, be censored by the station. The one requirement that the measure would put upon the station is that, before and after each political broadcast, an announcement be carried saying that the remarks are not subject to censorship under FCC regulations and that they are not to be construed as "reflecting the opinions or beliefs of the station, its ownership or management."

The measure is sponsored by State Sen. Frank C. McCullough of Rye and Assemblywoman Frances K. Marlott of Mt. Vernon. Text as introduced by Miss Marlott and passed unanimously by the Assembly:

"An act to amend the Civil Practice Act, in relation to defamation by radio and television:

"The people of the State of New York, represented in Senate and Assembly, do enact as follows:

"Sec. 1. The Civil Practice Act is hereby amended by inserting therein a new section, to be Sec. 337-A, to read as follows:

"337-A. Defamation by radio or television. 1. The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, and the agents or employes of such owner, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by any legally qualified candidate for public office whose utterances, under rules and regulations of the FCC may not be subject to censorship by such owner, licensee or operator of such visual or sound radio broadcasting station or network of stations, or their agents or employes.

"2. A 'legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors and who (A) has qualified for a place on the ballot or (B) is eligible under the applicable law to be

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voted by writing in his name on the ballot, or other method and who has been nominated by a political party which is commonly known and regarded as such or makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

"3. In order to be absolved from liability for damages for any utterance by a legally qualified candidate as herein defined in or as part of a visual or sound radio broadcast, the owner, licensee or operator of such visual or sound radio broadcasting station or network of stations, or the agents or employes thereof, shall announce at the beginning and end of each such political broadcast that the remarks about to be made, or made, as the case may be, by the speaker are not subject to censorship under the rules and regulations of the FCC and are not to be construed as reflecting the opinions or beliefs of the station, its ownership or management.

"Sec. 2. This Act shall take effect immediately."

NBC BLASTS PROTEST TO WKNB-AM-TV BUY

Says New Haven station seeks to perpetuate vhf 'monopoly.'

CHARGES were filed with FCC last week alleging that WNHC-TV New Haven, Conn., seeks "to perpetuate its present vhf monopoly, frustrate development of competition, and delay the expansion of uhf in the Connecticut Valley region."

The accusations were leveled in papers filed jointly by majority stockholders of New Britain Broadcasting Co., the company itself, and by NBC in response to a petition filed earlier this month (AT DEADLINE, Feb. 14) by WNHC-TV, presently affiliated with NBC and the three other tv networks, in protest against NBC's $600,000 purchase of WKNB-AM-TV New Britain, Conn. (ch. 30).

The NBC-New Britain answer denied that the transfer application filed in late January was incomplete or that it contained insufficient data on the stockholders of RCA, NBC's parent firm. "Contrary to the statement in the petition, neither RCA nor NBC has ever refused to supply such information" as is required by the FCC to determine NBC's compliance with statutes and the Commission's rules and policies," the responding companies maintained. They asserted that WNHC-TV's "contention that the owners of less than 7% of the stock to be transferred have failed to execute this application is frivolous," since the FCC regularly processes applications for control transfer upon the request of majority stockholders.

The FCC also was told by NBC that WNHC-TV's call for a hearing in view of RCA's "extensive history of anti-trust violations" was contrary to the fact since "RCA has never been convicted of a violation of the anti-trust laws."

Citing FCC's grant of renewals for WNBQ (TV) Chicago and KRCA (TV) Los Angeles last November, the petition said the WNHC-TV charge was made "recklessly."

Accusing WNHC-TV of "bad faith," the answering petition noted publication of a letter by Edward C. Obrist, WNHC-TV manager, in the *Hartford Times* four days before the WNHC-TV petition was filed. The letter pointed out that the station had "anticipated" for years that it would not be a four-network station. It also said "there's nothing we [WNHC-TV] can do about it [proposed switch of NBC to uhf in that area]."

The petition denied that WNHC-TV could be a "party in interest"; that there is trafficking in licenses involved; that there is a violation of the duopoly rule; that there is violation of chain broadcasting rules, or that NBC ownership of a single station in the locality would "substantially restrain competition either among stations or among networks."

'STAR' STATION OWNERSHIP THREATENED BY CONVICTION ON ANTI-TRUST CHARGES

Federal jury rules Kansas City newspaper attempted to and monopolized dissemination of news and advertising. If the decision stands, it could face FCC proceedings involving its qualifications as licensee of WDAF-AM-TV.

OWNERSHIP of two major broadcast properties—WDAF and WDAF-TV Kansas City—stands in jeopardy as the government holds the first victory in a series of legal proceedings that may go on for years.

At the weekend the *Kansas City Star,* owning WDAF-AM-TV, stood convicted of criminal anti-trust charges under a Tuesday jury verdict. It promises to ask a new trial.

Thus branded, the newspaper may face FCC proceedings involving its qualifications as a radio-tv licensee. Commission action appears unlikely while the case remains in the courts.

Armed with its verdict, the Justice Dept. may decide to invade other so-called newspaper monopoly markets.

In last Tuesday's verdict the *Star* was found guilty of two misdemeanor counts—attempting to monopolize, and monopolization of the dissemination of news and advertising in the Greater Kansas City area. Emil A. Sees, advertising director of the *Star,* was found guilty of the first charge, attempting to monopolize, and acquitted on the second.

Maximum sentence faced by the *Star* is $5,000 fine on each count. Mr. Sees faces a possible $5,000 fine and one year in jail.

Several legal angles enter the picture at this point. During the trial Elton L. Marshall, *Star* counsel filed an acquittal motion on behalf of Mr. Sees, covering the two original counts. Judge Richard A. Duncan of the Federal District Court said after the verdict that he has this acquittal motion under consideration. He can rule on the motion just as though he were ruling at the time it was submitted by defense counsel, and thus could in effect reverse the jury verdict.

The government's civil action was filed at the time the criminal indictment was returned Jan. 6, 1953. Earl Jinkinson, special assistant to the U. S. Attorney General, said federal court procedure specifies that when the criminal case is tried first, civil action may be taken up within 10 days following disposition of the criminal action.

He said the government probably will ask Judge Duncan to issue a summary judgment on the basis of evidence submitted during the criminal trial.

Threat to WDAF-AM-TV

At this point the *Star* faces direct threats to its operation of WDAF-AM-TV. The civil action contains government requests to divorce the radio and tv interests from the newspaper; to enjoin the *Star* and its morning edition, the *Times,* from continuing combination advertising and circulation rates, and to separate the *Star* and *Times.*

In passing sentence on the criminal verdicts, Judge Duncan has the power to direct separation of the newspaper and radio-tv properties, or revoke the radio-tv licenses. In such cases the FCC would be required by the Communications Act (Sec. 311) to carry out the court mandate.

Or the Commission on its own motion could hold that the *Star* is unqualified to be a station licensee, revoking the license and granting a hearing or challenging the *Star*'s qualifications at a license renewal hearing.

Sec. 313 of the Communications Act gives courts the power to revoke licenses where a licensee has been found guilty of either civil or criminal anti-trust violation. In such a revocation the licensee has the same right of appeal or review provided in other decrees and judgments of the court.

Roy A. Roberts, president and general manager of the *Star,* said the case will be appealed "in complete confidence of the outcome." He said the court made "grievious error" in admitting and barring testimony and in its instructions to the jury. He described the evidence as "flimsy," involving isolated cases out of millions of transactions. "The evidence clearly showed no pattern of unfair methods," he said.

Mr. Roberts said the government's case showed the ultimate goal is to break down the *Star*'s newspaper circulation plan of 13 papers a week—morning, evening and Sunday—for one subscription price.

The government's case against the *Star* involved 27 trial days, with 10 for the defense.

Columnist Blasts Decision

In his Feb. 24 syndicated column, David Lawrence said control of the press has been brought nearer in the *Star* case by a jury "obedient to the highly prejudiced instructions of a federal judge." Noting there are 180 cities with single newspaper ownership, he said the current suit was begun by the "Truman regime" in effort "to wreak vengeance on the *Kansas City Star* for its crusade against the Pendergast machine of the Democratic Party and its vote-getting frauds in that area."

Attorney General Herbert Brownell Jr. has refused to answer questions about restraint of trade aspects of the charges against the *Star,* contending comments might be considered in contempt of court.

During the defense testimony Judge Duncan ruled that broadcast stations outside the Kansas City area whose signals can be received are not competitive in their news and advertising service. *Star* counsel had sought to introduce testimony by George E. Gautney, engineering consultant of Arlington, Va., showing outside service in the area.

Judge Duncan refused to admit such evidence on the ground it is "common knowledge that you can turn on your radio, if you have a good one, and you can get Denver, Chicago, St. Louis and a dozen different stations."

While FCC records show no rulings applying to license holders convicted of criminal anti-trust charges, according to a preliminary scanning of its decisions, its predecessor Federal Radio Commission faced a similar issue. After RCA was found guilty in federal court of a civil monopoly charge, FRC held (Jan. 24, 1931) violation of the Clayton Act (Sec. 3) did not constitute monopoly in radio communication under Sec. 13 of the old law (now 311). Therefore FRC held it could not refuse RCA the right to hold a station license. RCA had required factory licensees to use its tubes in manufacturing their radio receivers, the court held.

In the FRC opinion Commissioner Robinson said, "The decree does adjudicate that the sale of radio broadcasting tubes is controlled. But the court did not go further and adjudicate by such control that radio communications was

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monopolized or attempted to be monopolized."

The two applicable paragraphs in the current Communications Act read as follows:

Refusal of Licenses and Permits in Certain Cases

Sec. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under Sec. 313.

Application of Anti-Trust Laws

Sec. 313. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communication. Whenever in any suit, action, or proceeding, civil or criminal, brought under the provisions of any of said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other government agency in respect of matters as to which said Commission or other government agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as such other date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: Provided, however, that such licensee shall have the same right of appeal or review, as is provided by law in respect of other decrees and judgments of said court.

While language in the first sentence of Sec. 313 mentions apparatus, some informal interpretations take the position that it applies to every form of communication as well, including radio and tv broadcasting.

Sec. 311 gives FCC absolutely no discretion, should a court revoke a license. Should a court order separation of radio-tv operations from a newspaper, then it is noted the FCC would have discretionary power over such factors as time limit for sale of stations and qualifications of purchasers.

Larus-Thalhimer Tv Grant Proposed

INITIAL DECISION, proposing to grant a new tv station on vhf ch. 12 at Richmond, Va., to Richmond Television Corp., and denying a competing application of WRNL-AM-FM there, was issued last week by FCC Examiner H. Gifford Irion.

The examiner concluded that Richmond Tv must be preferred because of the close integration between the officers and its daily operations, past programming, tv proposals and superior staff. There was no margin of difference between the applicants as to the criteria of diversification of mass media of communications.

WRNL is owned by Richmond Newspapers Inc., publisher of the Richmond morning and Sunday *Times-Dispatch* and of the evening *News Leader*.

Richmond Tv is the product of a merger occuring in November 1953 between Morton G. Thalhimer and associates and Larus & Brothers Co., operator of WRVA at Richmond. Larus & Brothers hold a 60% interest in Richmond Tv and the Thalhimer group 40%.

Examiner Irion concluded that WRVA has shown a superior record in presentation of news and that WRNL has been a "satellite" to the newspaper operations and has "not been a competitor with the newspapers."

The decision also concluded that WRVA must be preferred on the basis of integration and ownership because of "the degree to which the owners and officers of [WRNL] have divorced themselves from the radio operation reveals an almost lack of rapport between owners and officers on the one hand and daily operations on the other."

MIAMI CH. 7 RULING ATTACKED

Examiner's initial decision favoring Biscayne Tv Corp. is protested on diversification.

FROM all quarters last week the Miami ch. 7 initial decision of FCC Chief Hearing Examiner James D. Cunningham—proposing to grant Biscayne Television Corp.—came under attack in exceptions which chiefly protested his interpretation of the Commission's policy of diversification of mass media of communication [B•T, Jan. 24].

Biscayne represents a joint venture by the Cox and Knight newspaper-radio interests with Niles Trammell, ex-NBC president, holding minor interest and the role of managing executive. The examiner ruled in favor of Biscayne on the basis of the public service record of the Knight WQAM and Cox WIOD, both Miami.

The initial ruling, conditioned upon the Knight interests dropping WQAM, proposed to deny competing bids by East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp.

FCC's Broadcast Bureau and the losing applicants in the ch. 7 fight took the examiner to task for what they considered was a great deviation from the Commission's long established policy on mass media diversification.

Biscayne felt the examiner's conclusions were correct "both as to matters of law and policy" and "in accord with the overwhelming evidence of record," but filed exceptions on his findings with respect to qualifications of the competing applicants. It did so, the Biscayne brief said, "in view of the possibility of appellate review and the probable contents of exceptions to be filed by others."

Charging that the examiner failed to find the Cox and Knight interests dominate the daily newspaper field at Miami and operate two of the three "dominate" radio stations, the Broadcast Bureau noted East Coast, South Florida and Sunbeam "do not have any television, radio or newspaper connections. Each has a higher degree of local representation in ownership and management than Biscayne. In somewhat varying degrees, the ownership of each includes persons representing diversified local businesses and occupations."

The Broadcast Bureau held that the examiner "has failed to give proper weight to the overwhelming evidence in this record tending to show that an award to Biscayne will seriously restrict the principle of diversification of the control of mass media in the Miami area and, further, that such an award would have a tendency generally to lessen competition in the broadcast field."

Citing Mr. Trammell's consultant contract with NBC, South Florida charged that "with great dominance over mass media already theirs [Biscayne principals], in Miami and elsewhere, and with built-in NBC influence through Trammell, the combine comes to the Commission and asks for still another vital pipeline into the Miami market place of ideas." South Florida contended the examiner improperly "diluted" this factor by "only an aside to the effect that no 'unlawful practices' or 'evils' had been revealed!"

The brief observed that the law "frowns upon monopoly generally even in the less sensitive business areas. It is indeed a unique 'justice' that winkingly nods approval to one monopoly while snarling at another."

In its attack on the examiner's conclusions, East Coast noted FCC's long established diversification policy and pointed out that the "granting of broadcast applications in comparative cases to non-newspaper owners in preference to newspaper owners, has been upheld by the courts."

Sunbeam claimed the examiner erred in considering the past records of WQAM and WIOD since Biscayne is not the licensee of either and its stockholders do not include the licensees of the outlets. Rather, it was noted, the controlling stockholders of the stations are minority stockholders in Biscayne and Commission precedent forbids credit for past radio performance under such circumstances.

Uhf's WBUF-TV, WJPB-TV Suspend, Retain Permits

TWO MORE operating uhf stations—WBUF-TV Buffalo, N. Y., and WJPB-TV Fairmont, W. Va.—notified the FCC last week that they were suspending operations. This raises the total of post-thaw tv stations to go off-the-air, but who still retain their authorizations, to 36 uhf and 7 vhf.

WBUF-TV Buffalo went off the air Wednesday night after operating a year-and-a-half on ch. 17. The uhf outlet has been competing against two vhf stations, WBEN-TV and WGR-TV.

In a message to the FCC, Sherwin Grossman, president, said the action "is necessary due to the heavy losses WBUF-TV has been sustaining in its operations." He said the station "is exploring methods of securing additional revenue that will enable it to return to the air."

A six-month silence period was asked by Mr. Grossman. He told B•T the station had been doing "better than anticipated" for some months after it went on the air, with uhf set conversions averaging 1,500 a day. After the four-ply ch. 2 merger in Buffalo more than a year ago, he said, the station began to lose clients rapidly as conversions slowed down.

For a six-month period, he said, WBUF-TV quickly lost 138 accounts and dropped $1,000 a week, with recent losses running as high as $25,000 and $30,000 a month. WBUF-TV Inc. has 28 stockholders with Mr. Grossman holding 26%. The station operated with 229 kw power.

WBUF-TV has pending at the FCC a deintermixture petition filed last Oct. 29. Under this petition it would move to ch. 8 in the vhf band. Three applications are pending for ch. 7 in Buffalo. WBES-TV Buffalo, a uhf outlet on ch. 59, went off the air in December 1953.

Meanwhile, ch. 35 WJPB-TV Fairmont notified the FCC that it would discontinue tv service at sign-off today (Monday). In a letter to the FCC, Donn D. Baer, president, said that after almost a year of telecasting the action was necessary because "a combination of factors has made it possible for vhf stations in Pittsburgh, Wheeling and Steubenville to beam serviceable signals into our coverage area" and "due to the lack of local, regional and national interest in uhf." Mr. Baer made note of continuing monthly financial losses and informed the Commission of the intention to retain the ch. 35 permit "until such time as the Commission will take action on reallocation of a vhf channel to Fairmont, or to offer some form of concession or relief to uhf stations who are in a similar position as WJPB-TV."

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McCLATCHY BRIEF CHALLENGES FCC

California broadcaster - publisher in a court brief questions FCC decision that denied him the Sacramento tv when firm was found superior to other applicant in all criteria except diversification.

CAN THE FCC use its diversification policy to bar an applicant from a grant—even though it is found preferable to the competing applicant in all other respects?

No, said McClatchy Broadcasting Co. last week in a brief filed with the U. S. Court of Appeals in Washington. The brief in support of McClatchy's appeal from last year's FCC decision awarding Sacramento ch. 10 to Sacramento Telecasters Inc. and denying the McClatchy application [B•T, Nov. 8, 1954].

In what is considered to be the bellwether tv appeal on the newspaper-ownership issue, McClatchy challenged the FCC's decision, which overruled an examiner's proposal that the grant be made to McClatchy because it was superior to Sacramento Telecasters in all respects except that of diversification.

So significant is this case considered that the American Newspaper Publisher Assn. requested and received court approval to participate in the case as "friend of the court." The ANPA brief is scheduled to be filed within the next week or so.

The California publisher-broadcaster owns the *Sacramento Bee*-KFBK, *Fresno Bee*-KMJ-AM-FM-TV, *Modesto Bee*-KBEE (FM) and KERN Bakersfield, KWG Stockton and KOH Reno (Nev.).

The basic question to be decided, McClatchy said, is whether the FCC may deny an applicant, found superior on all other counts, because of its ownership of newspapers or other radio stations.

No Monopoly in Sacramento

Granting that the Commission has the right to discriminate against an applicant if a monopoly of communication media is involved, McClatchy averred that there is no monopoly issue in the Sacramento case. It pointed out that Sacramento is served by 28 daily newspapers, six Sunday newspapers, 68 weeklies, 51 broadcast stations and two other tv operations —with a third still being decided.

Tracing the history of the Commission's diversification policy, McClatchy said:

". . . never until now has it been held that the diversification factor was so omnipotent that consideration of it warranted a grant to the competitive applicant, which could receive no preference on any other comparative ground and which, instead, was found to be inferior in all of the other areas where preferences were awarded."

In a long discussion of the 1951 Scripps-Howard court case, McClatchy emphasized that the Sacramento case was different. In the Scripps-Howard case, the appellate court held that the FCC could use the diversification issue as one of the criteria in determining who among two or more applicants was best qualified to receive a grant. McClatchy claimed that it was found deficient in only that issue, but superior to its competitor in all other respects.

McClatchy also claimed that the FCC was flying in the face of congressional intent when it uses the newspaper ownership issue as a derogatory factor in a comparative hearing for broadcast facilities. It traced the legislative history of this theme up to the 1952 McFarland amendments.

McClatchy also claimed that the FCC acted in an arbitrary and capricious manner when it found some of the preferences awarded over the competition to McClatchy as "slight."

Successful grantee, Sacramento Telecasters Inc., is principally owned by John H. Schacht, president-general manager of KMOD Modesto.

Dage Says Low Cost Boosters Can Serve Smaller Cities

SATELLITE or booster tv stations can be produced at low cost and provide tv service for the 900 communities under 50,000 population which are not now using authorized channels, Dage Television Div. of Thompson Products declared in a brief filed Thursday at the FCC.

The brief was one of a series filed prior to Friday, last day for reception of comments on a proposal to authorize satellite stations. At the request of Radio-Electronics-Tv Mfrs. Assn., the FCC granted an extension of filing time to April 1. A RETMA committee is conducting a detailed investigation of satellite operations based on field experiments.

Dage said local communities could install low-power stations at low cost and said it could provide three complete station packages—film-network only, $34,904 for complete station; film-network-studio (one camera), $45,865; film-network-studio (two cameras), $51,382. The firm contended that the FCC should authorize satellites now and defer policy decisions. It described operation of its 30 w station in the Azores, which covers a 3½-mile area and goes on out into the ocean. This was said to compare favorably with a 250 w aural station operating at night.

E. B. Craney, KXLF-TV Butte, Mont., proposed five classifications of booster-satellite operations. He said his mountain-area station breaks even, though he and Mrs. Craney accept no salary for their work. He added that KXLF-TV could serve Anaconda, Bozeman and Helena by use of boosters.

Frank McIntyre, KLIX-AM-TV Twin Falls, Idaho, said large operators could strangle independent competition by spotting satellites in communities, splitting the advertising dollar. He urged authorization of satellites on a limited scale.

Gran Denied Stay Order Of Hearst Ch. 12 Purchase

FEDERAL appellate court in Washington last week denied the request of Gran Enterprises Inc. for a stay order against FCC action on the Hearst Corp. application to buy Milwaukee ch. 12's WTVW (TV) [B•T, Feb. 21]. The court gave no reason for its refusal to restrain the Commission in acting on the $2 million purchase.

Gran Enterprises is owned by L. F. Gran, real estate developer and former theatre owner. Mr. Gran, who is a 38.5% stockholder in WTVW, applied for the same frequency following the filing of the Hearst application for FCC approval of the transfer. The Commission refused to accept the Gran application on the ground it violated the rule forbidding the same person to apply for more than one facility in the same market. This action was appealed and in addition Gran asked for a stay order to prohibit the Commission from approving the transfer to Hearst before the court decided the appeal.

WROW-AM-TV Sale May Go to Hearing

WHAT may be a full-scale hearing on the $298,800 sale of WROW-AM-TV Albany, N. Y., to CBS commentator Lowell Thomas and associates seemed a strong possibility last week after an oral argument before the FCC *en banc* resulted in a request by WROW counsel Duke M. Patrick for an evidentiary hearing. FCC Chairman George C. McConnaughey indicated it would be granted.

The oral argument was to discuss charges made by ch. 35 WTRI (TV) Albany that the sale of the WROW stations to Mr. Thomas violated FCC regulations concerning ownership of broadcast stations by network employes and also anti-trust laws. Representing WTRI, which ceased operation Jan. 31, was Paul A. Porter, former FCC chairman.

Mr. Thomas and his associates bought WROW-AM-TV, and the Commission approved the sale, late last year. WTRI protested the grant and the FCC granted the protest in part, but denied other allegations. In its order, the Commission offered the oral argument, held last week, on legal questions, and also declared that a full hearing would be held later on other charges (secret agreement between Mr. Thomas and CBS regarding affiliation, full connection of Mr. Thomas with CBS, etc.).

WTRI failed to persuade either the FCC or the U. S. Court of Appeals in Washington to stay the transfer. It was notified that the CBS affiliate would go to ch. 41 WROW-TV Feb. 1.

WROW has asked the FCC to allocate ch. 10 to Vails Mills, N. Y., a short distance outside Albany. This has been made the subject of a rule-making hearing, following opposition and a counter proposal by WTRI that WRGB (TV) Schenectady be changed to ch. 17 in lieu of its present ch. 6.

WFRV-TV, WNAM-TV Merger Gets FCC's Approval

FCC last week gave approval to the merger of ch. 5 WFRV-TV Green Bay with ch. 42 WNAM-TV Neenah-Menasha, Wis.

According to the merger agreement, control of WFRV-TV is transferred from Clayton Ewing and associates to Neenah-Menasha Broadcasting Co., permittee of WNAM-TV, with WFRV-TV principals retaining 41% of the merged interests [B•T, Jan. 10].

The merged interest plans to operate ch. 5 WFRV-TV from the WNAM-TV Neenah studio and from leased tower facilities of the defunct WJPG-FM, near Green Bay. The FCC simultaneously granted WFRV-TV a six-months extension of time to complete construction and modification to locate its main studio at the transmitter site.

The transfer is subject to the condition that it not be consummated until the authorization for ch. 42 WNAM-TV is surrendered.

Boston Plea Denied

FCC CHIEF Hearing Examiner James D. Cunningham last week denied the petition by Massachusetts Bay Telecasters Inc. for permission to amend its application in the Boston ch. 5 tv cases so as to show resignation of cartoonist Al Capp from a stockholders' committee and withdrawal of his firm, Fosdick Productions Inc., as 1.92% stockholder [B•T, Feb. 21]. The examiner ruled good cause was not shown for reopening the record. Mr. Capp withdrew to free the applicant from what he considers is a personal dispute between him and a business competitor.

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'Tampa Times' Appeals Tampa Ch. 13 Grant

TAMPA TIMES last week filed an appeal with the U. S. Court of Appeals in Washington against the FCC's grant of Tampa-St. Petersburg ch. 13 to Tampa Television Co. (principally owned by Walter Tison, owner of WALT Tampa).

The FCC last September issued its final decision in the ch. 13 case, finding in favor of Tampa Television. In doing this it reversed an examiner's initial decision favoring *Tampa Times* (WDAE). The Commission affirmed its decision last month [B•T, Jan. 31], with FCC Chairman George C. McConnaughey and Comr. John C. Doerfer dissenting.

Tampa Times argued that the FCC was in error in not giving sufficient weight to the findings of the examiner in favor of its application—particularly with respect to his conclusions based on observing the "demeanor and bearing" of the witnesses. The Tampa newspaper said the Commission disregarded evidence that greater reliance could be placed on its promises, on its integration of ownership and management, its superior staff and its past broadcasting record. It also alleged that the FCC erred in holding that its newspaper background was a significant factor in favor of its opponent.

The *Times* called attention to the fact that in the Tampa-St. Petersburg ch. 8 case the Commission held that newspaper ownership was not determinative. In this, the FCC granted ch. 8 to the *Tampa Tribune* (WFLA) and denied the *St. Petersburg Times* (WTSP).

The appeal also complained that the Commission illegally permitted Mr. Tison to dismiss his initial decision, in his own name, and to substitute therefor the application of Tampa Television Co., in which Mr. Tison is a principal stockholder and general manager.

Hearings among the three applicants for Tampa-St. Petersburg's ch. 13 were held between Oct. 15, 1952, and June 11, 1953. Examiner's initial decision was issued in December 1953. After oral argument, the Commission reversed the examiner last September. *Tampa Times'* petition for reconsideration was denied last month. The third applicant was Orange Television Broadcasting Co., owned by local department store interests.

Asks Channel Swap

SEEKING the lower uhf channel left "fallow" by suspended WLBR-TV Lebanon, Pa., since mid-October 1954, ch. 61 WHUM-TV Reading, Pa., petitioned FCC last week for rule-making proceeding whereby it would take over WLBR-TV's ch. 15 and give the Lebanon station ch. 61 in exchange. Reallocation of multiple uhf channels in the state would be involved, the petition indicated. Pointing out its own record as "the nation's pioneer high powered uhf station," WHUM-TV explained WLBR-TV can't make up its mind whether it wants to resume operation or not.

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FCC Asks New Decision In WVMI-WLOX Tv Case

FCC last week reopened and remanded to a hearing examiner for a new initial decision the competitive hearing between WVMI and WLOX Biloxi, Miss., for a new tv station on ch. 13 there.

An initial decision rendered last July proposed to grant the ch. 13 facility to WVMI and to deny the application of WLOX [B•T, July 12, 1954].

The Commission noted that Edward Ball, a 1.5% stockholder of WVMI will receive 55% of the stock as security in return for lending WVMI money for constructing the proposed tv station. The FCC remanded the case with instructions to obtain additional information as to control of the proposed station.

Among the reasons for ruling against WLOX last July was the admission of J. S. Love Jr., president and 44.6% stockholder of WLOX, that he operates a bar and maintains slot machines in Biloxi's Hotel Buena Vista, contrary to Mississippi laws. The Commission last week ordered that WLOX be given an opportunity to show Mr. Love's reputation in the community and to permit testimony concerning allegations by WLOX that Mr. Ball, who owns the nearby Edgewater Gulf Hotel, has engaged in similar violations of the Mississippi laws.

Inasmuch as former FCC Examiner Harold L. Schilz, who rendered the July decision, has left the Commission, another examiner will conduct the additional hearings.

Examiner Recommends FTC Drop Philip Morris Complaint

A 13-year-old Federal Trade Commission complaint against the advertising of Philip Morris & Co., claiming its cigarettes are less irritating to the throat than other leading brands, was recommended for dismissal last week.

Examiner Earl J. Kolb said that since the challenged advertising, as well as the manufacturing formula that allegedly supported the advertising claims, were discontinued he saw no reason to continue the proceeding.

He referred to an affidavit by O. Parker McComas, Philip Morris president, that said the firm no longer uses in manufacture the hygroscopic agent or moistener on which the "less irritating" claim had been based. Philip Morris also has abandoned in its advertising the statement that Philip Morris cigarettes do not leave an after taste.

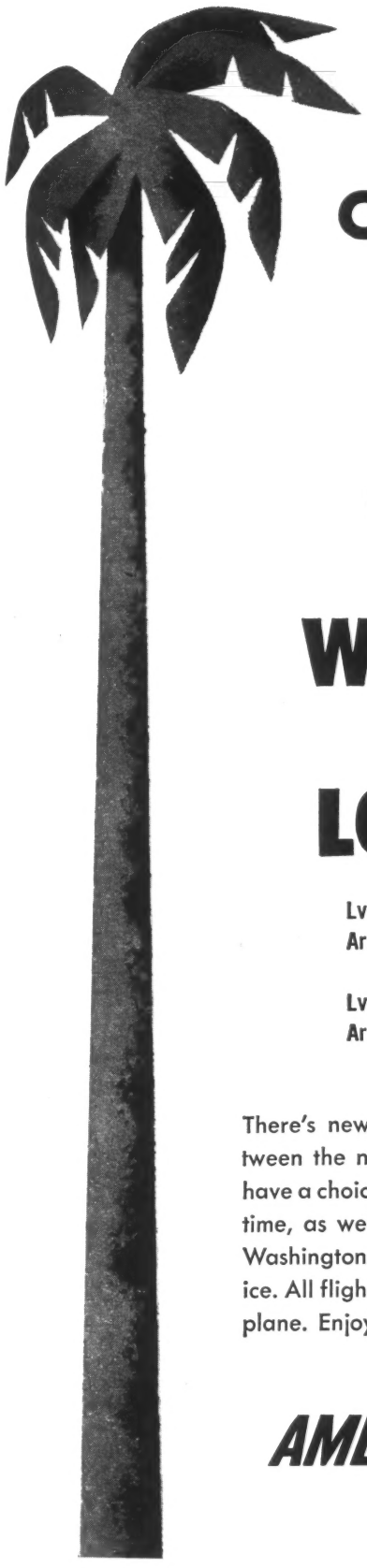
The complaint was first issued in August 1942 and resulted in a cease and desist order by the FCC in December 1952. The case was appealed to the U. S. Court of Appeals for the District of Columbia and later remanded to the FTC at the latter's request. The FTC turned it over to Examiner Kolb stating the record "did not provide an adequate basis" for determining "whether or not Philip Morris cigarettes are less irritating than other leading brands of cigarettes."

Examiner Kolb's decision is subject to review by the Commission.

Girardian Challenges FTC Jurisdiction Over Activities

THE Federal Trade Commission has no jurisdiction over its activities, the Girardian Insurance Co., Dallas, Tex., said last week in answering FTC's complaint that its advertising is false and misleading. Girardian also denies that it made deceptive statements in order to sell policies.

In questioning the FTC jurisdiction, Girar-



FASTEST
and
ONLY NONSTOP
both
DAYLIGHT
and
OVERNIGHT
between
WASHINGTON
and
LOS ANGELES

Lv. Washington (EST)	12:50 AM*	12:00 Noon
Ar. Los Angeles (PST)	6:05 AM	5:15 PM
Lv. Los Angeles (PST)	9:45 AM*	9:45 PM
Ar. Washington (EST)	7:35 PM	7:35 AM

*Effective March 1

There's new convenience in American's schedule between the nation's capital and Los Angeles. You now have a choice of two nonstop flights, daytime and nighttime, as well as two single-stop flights. And between Washington and San Francisco there's now new thru service. All flights are by DC-7, America's fastest passenger plane. Enjoy first class luxury service at regular fare.

AMERICAN AIRLINES INC.

America's Leading Airline

ian said that it is regulated by the law of the states where it does business. The firm's answer, released last week, was in response to an FTC complaint issued in late December [B•T, Jan. 10]. Girardian is one of 23 health and accident insurance firms presently under FTC investigation [B•T, Oct. 25, 1954]. The first full hearing to test merits of the FTC case was held in Chicago two weeks ago [B•T, Feb. 14].

Kilgore Committee Asks Money for Two Probes

THE Senate Judiciary Committee, headed by Sen. Harley M. Kilgore (D-W. Va.), in resolutions last week asked for $250,000 for its Anti-Monopoly Subcommittee and $154,000 for its Juvenile Delinquency Subcommittee for investigations.

S Res 61 asks funds for the period March 1, 1955, to Jan. 31, 1956, for the Anti-Monopoly Subcommittee, also headed by Sen. Kilgore. S Res 62 asks funds for a similar period for the Juvenile Delinquency Subcommittee, headed by Sen. Estes Kefauver (D-Tenn.).

The resolutions were referred to the Senate Rules Committee. Judiciary subcommittees earlier were authorized to use unspent committee funds during February.

Sen. Kilgore has proposed an investigation by the anti-monopoly group into "monopolistic practices" in the communications field. The juvenile delinquency group held three days of hearings last year on tv programming as a possible factor in childhood delinquency and plans to issue a special report on television after additional hearings have been held.

Uhf Report

REPORT dealing with transmissions from NBC's experimental uhf station at Bridgeport, Conn., between February 1950 and August 1952, was issued last week by the FCC Technical Research Div. Titled "Tropospheric Field Strength of 534.75 Megacycles Signals From Bridgeport, Conn.," results are reported for data collected at distances from 30 to 240 miles. Copies may be obtained from the FCC Technical Research Div., Room 7358, New Post Office Building, Washington.

What Priest Can Probe

THE HOUSE last week approved H Res 105 authorizing investigations by the House Commerce Committee in matters under its jurisdiction.

The House Rules Committee earlier had amended the resolution to specify the areas for studies and investigations. Rep. Percy Priest (D-Tenn.) heads the House Commerce Committee.

The resolution now specifies that the Commerce Committee is authorized to investigate among other things:

"The allocation of channels to radio and television stations; educational television; subscription and theatre television; the administration by the FCC of the statutes which it administers;

"Advertising generally, fair competition and the administration of such statutes administered by the FTC."

on their way to Sesac Subscribers

SESAC
TRANSCRIBED LIBRARY

Series "N" NOVELTIES

N-1600's

SYLVAN SHULMAN'S MOOD RHYTHMS

Slippery Bill
A Vacation Trip
Sounds of the Times
Blue Flame
Rhythm Revelation

(Just to mention a few)

SESAC, INC.

475 Fifth Avenue New York 17, N. Y.

"the best music in America"

AP Radio & Tv Assn. Lists Board Nominees

NOMINEES for the first full board of directors of the Associated Press Radio & Television Assn. were announced last week by Les Mawhinney, KHJ Los Angeles, president *pro tem* of the association. Ballots will be distributed to AP stations by June 15. Marked ballots must be postmarked not later than Aug. 26.

Nominations, made by a special committee at a recent meeting in New York, are prepared on the basis of four geographical districts and, for each district, four classifications of membership (under 1 kw; from 1 kw to 10 kw; over 10 kw, and television stations). Members of the original seven-man AP Radio Member Committee, forerunner of the association, will form the nucleus of the new board. By district, these members, the station classification, and the nominees for remaining seats are as follows:

First district (Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey, Maryland, Delaware, West Virginia and District of Columbia)—Current directors are Tom Eaton, WTIC Hartford (over 10 kw), and Daniel W. Kops, WAVZ New Haven (1 kw-10 kw). Nominees for the two remaining seats: C. Leslie Golliday, WEPM Martinsburg, W. Va., and Albert Larson Jr., WALL Middletown, N. Y., in the under-1 kw class; and Ted Jaffe, WAAM (TV) Baltimore, and John M. Snyder, WFBG-TV Altoona, in the television class.

Second district (Virginia, North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, Louisiana, Arkansas, Texas and Oklahoma)—Current directors are Joe H. Bryant, KCBS-TV Lubbock (television), and Matt Bonebrake, KOCY Oklahoma City (under 1 kw). Nominees: Jack Knell, WBT Charlotte, and Dan Lewis, WWL New Orleans, in the over-10 kw class, and Duane Hatch, WSAV Savannah, and W. G. McBride, WDBO Orlando, in the 1 kw-10 kw class.

Third district (North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Michigan, Illinois, Indiana, Ohio and Kentucky)—Current directors are Jack Krueger, WTMJ-TV Milwaukee (television), and Jack Shelley, WHO Des Moines (over 10 kw). Nominees are Les Lindow, WFDF Flint, Mich., and Ray E. Dady, KWK St. Louis, in the 1 kw-10 kw class, and John A. Engelbrecht, WIKY Evansville, Ind., and Orville Burda, KDIX Dickinson, N. D., in the under-1 kw class.

Fourth district (Washington, Oregon, Idaho, Montana, Wyoming, California, Nevada, Utah, Colorado, Arizona and New Mexico)—Current director is Mr. Mawhinney (1 kw-10 kw class). Nominees are F. W. Meyer, KMYR Denver, and H. J. Chandler, KFLW Klamath Falls, Ore., in the under-1 kw class; Eugene M. Halliday, KSL Salt Lake City, and James H. Connolly, KGO San Francisco, in the over-10 kw class, and George Whitney, KFMB-TV San Diego, and Pat Cullen, KHQ-TV Spokane, in the television class.

Members of the committee making the nominations were: Monroe Benton, WELM Elmira, N. Y., chairman; Roy Morgan, WILK Wilkes Barre; Glenn Flint, WDAY Fargo, N. D.; Les Hacker, KVEC San Luis Obispo, Calif.; Glenn Jackson, WAGA Atlanta; Harry Long, KVI Seattle, and John Wismer, WHLS Port Huron, Mich.

Insurance Rate Reductions May Come, NARTB Unit Hears

RATE REDUCTIONS in all forms of broadcast insurance may come soon, the NARTB Insurance Committee was told Thursday at a Washington meeting. The committee learned its tower insurance program has "revolutionized" the insurance industry's attitude toward broadcast insurance, resulting in greater coverage and a better rate structure.

A study of all insurance available to broadcasters and continued review of libel-slander as well as group insurance were directed by the committee, of which Gilmore L. Nunn, WLAP Lexington, Ky., is chairman. Richard Allerton, NARTB research manager, is negotiating with companies handling libel-slander policies. Findings will be passed on to broadcasters to help them in obtaining protection.

NARTB's study of group insurance was reviewed by the committee. This concerns cov-

"WE HAVE THE FEELING WE'RE BEING WATCHED!"

THIS is *not* just our imagination. *First*, WDAY-TV is the *only* TV station in Fargo . . . in fact, the *only* station in the whole of this rich Red River Valley! The nearest station is 50 miles away . . . the *next* one, 185!

Second, folks around here *own* TV sets. In Fargo, set saturation is 70.5% . . . 20 miles out it's 57% . . . and 50 miles out it's 33%.

Third, WDAY-TV keeps those sets *turned on* with 57 audience-proved local programs and 60 of the best shows from NBC and ABC . . . including many *live* shows, both network and local.

Yep, we're being watched all right . . . and we love it! Get the facts from Free & Peters.

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

FREE & PETERS, INC., *Exclusive National Representatives*

erage for active personnel. The committee agreed to continue its support of state groups seeking enactment of laws relieving broadcasters of absolute liability for defamation. Over half the states now have such laws.

Nearly 600 stations now have tower insurance written as a result of NARTB's program, with hundreds of others having more favorable rates. A study is being made of business interruption coverage.

Attending the meeting besides Chairman Nunn were Carl J. Burkland, WAVY Portsmouth, Va.; Roger Clipp, WFIL Philadelphia; Robert W. Ferguson, WTRF-TV Wheeling; C. T. Lucy, WRVA Richmond, Va., and Robert T. Mason, WMRN Marion, Ohio. Taking part for NARTB were President Harold E. Fellows; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Vincent Wasilewski, chief attorney; Howard H. Bell, assistant to the president; Joseph M. Sitrick, manager of publicity and informational services, and Mr. Allerton.

Industry Fetes VOD Winners In Washington, Williamsburg

FOUR WINNERS of the annual Voice of Democracy contest were feted by the industry and by official Washington last week, receiving college scholarships, tv sets and trophies at the awards luncheon Wednesday in Washington.

Awards were presented by U. S. Commissioner of Education Samuel M. Brownell on behalf of the Office of Education, NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce. Theodore F. Koop, CBS Washington director of news and public affairs, was m.c. of the luncheon. The winners were received at the White House Wednesday by President Eisenhower.

FOUR Voice of Democracy contest prize winners presented President Eisenhower with a gold transcription of their scripts at the White House Wednesday. L to r: Dwight David Walker, Oskaloosa, Iowa; Judy Abramson, Yuba City, Calif.; the President; Catherine Styles, Minneapolis, and Avron Maletzky, Schenectady, N. Y.

Over the weekend the four appeared on CBS-TV's *Youth Takes a Stand*. The previous weekend they had taken part in ceremonies at colonial Williamsburg, Va., in the annual Democracy Workshop. The four were picked from 1.5 million contest entries. They are Judy Abramson, Yuba City, Calif.; Avron Joseph Maletzky, Schenectady, N. Y.; Catherine Esther Styles, Minneapolis, an exchange student from New Zealand, and Dwight David Walker, Oskaloosa, Iowa.

James D. Secrest, VOD committee chairman, presented tv sets on behalf of RETMA, of which he is executive vice president. RETMA also presented state winners with receiving sets.

THE BUFFALO EVENING NEWS STATION

CBS BASIC

WBEN-TV

CHANNEL 4

WBEN-TV LEADS THE WAY

1st on the air . . . 1st in know how . . . 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .

Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

Advertising Executives Club Formed in San Francisco Area

SAN FRANCISCO BAY area public relations, sales and advertising executives have formed a limited membership organization called the Advertising Executives Club, Ad Fried, newly-elected president, has announced.

Besides Mr. Fried, owner of the Ad Fried Adv. Agency, officers elected were: Lowell C. Trautman, owner of Trautman Apparel Co., vice president; Jack deMello, sales manager, KROW Oakland, secretary, and Al Horn, *Berkeley Daily Gazette* advertising director, treasurer.

Named to the board of directors were: Donald M. Murphy, public relations director, Lucky Stores; Raymond B. Giles, business development director, Pacific Coast Engineering Co.; Dalton Gautreaux, Small & Gautreaux Adv. Agency; Clayton Snyder, president, Snyder Publications and Joseph Wright, advertising director, *Oakland Tribune*.

Sportscasters Elect Dunphy

DON DUNPHY, freelance sports announcer and commentator, last week was elected president of the Sports Broadcasters Assn. for 1955, succeeding Dean Miller, sports editor of United Press Radio. Others named in the annual balloting: Jim McKay, CBS-TV, first vice president; Les Keiter, WINS New York, second vice president, and Frank Litsky, UP Radio, secretary. Len Dillon, WFAS White Plains, N. Y., was re-elected treasurer.

At Minnesota Mining and Manufacturing Company (known as "3 M"), they say,

"He's America's No. 1 stick-up man!"

"Need a 'Scotch' brand tape for grafting trees? Wrapping a new automobile? Splicing a rug?

"We have 'em — and hundreds more," says "3 M" Executive Vice-President L. F. Weyand. "No wonder they call me the 'stick-up man.'

"But there's one kind of sticky tape you won't find around here, and that's *red* tape. When our dealers or customers ask for a shipment in a hurry, we take them at their word.

"We call Air Express — and the shipment is delivered in a matter of hours!

"We know we can depend on Air Express. We prove it hundreds of times a year. What's more, we *save money* by using Air Express. A 25 lb. shipment from St. Paul to Miami, for example, costs $13.65 door to door (one charge). That's 20¢ less than *any* other air carrier — and the service just can't be compared!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

RTES LUNCHEON HEARS WFAS SUCCESS STORY

HOW DOES a suburban, 250 w station hold its own in a large metropolitan market? Music and news: the first, easy on the ear; the second, hard on the local angle.

The question was posed at last Wednesday's Radio & Television Executives Society workshop luncheon in New York. The answer was given by Randall Kaler, program director of WFAS White Plains, N. Y., which serves Westchester County.

Mr. Kaler said WFAS, in face of wide coverage in its own area by New York City radio and tv stations, has developed a "middle-brow" brand of familiar music which has gained wide acceptance. For news, the station emphasizes county events, basing its reports chiefly on service provided by an independent county news wire (from 13 newspapers serving the area).

Success of the formula, he said, has been demonstrated in WFAS' business volume and can be seen in the growth of the station's staff from three members in 1932, when WFAS started, to today's total of 25 members. He also credited selected public service spots, handled by station announcers and kept localized, well planned music programming and moderately pitched commercials.

WFAS' revenue is made up of 75% local advertising and 25% national, he estimated, with peak tune-ins coming in the 7:30 a.m. to 1:30 p.m. and 4:30 to 7:30 p.m. periods.

Ernest de la Ossa, manager of business development for WRCA-AM-FM-TV New York, who represented 50,000 watters in the workshop discussion (WRCA is 50 kw, clear channel, an NBC o&o), noted that his station operates in the proximity of the headquarters of NBC, advertisers and their agencies—and that this alone differentiates it from other stations of its size.

The station, he said, tailors its local programming to make it dovetail in mood and content with network programming while providing service (both "tops in entertainment" and informative, while educational, to the public) to hundreds of communities reached within its coverage area.

Local programming of such a size station, Mr. de la Ossa observed, must offer service that appeals to large and varied community and occupational groups. WRCA, he said, continually keeps in touch with community interests by taking performers and personalities to the "grass roots," and, in reverse, invites civic, community, business and other such groups into its studios for closer contact with personalities and performers. Donation of spots and announcements on a controlled basis is another local service. He said that in a typical week in January, the station donated more than $25,000 (representing commercial value of the time) to this type of service.

Beer-Wine Report Shows Self-Regulation Effective

SELF-POLICING of beer and wine advertising by Michigan broadcasters "is preferable to regulation by statute and bureaucracy," according to a Michigan Senate Interim Committee investigating advertising of beer and light wines on the air. The committee opposed legislation designed to regulate such advertising. It conferred with Edward Bronson, NARTB Tv Code director, and NARTB President Harold E. Fellows as well as with FCC representatives.

Michigan Assn. of Radio & Tv Broadcasters and individual station members filed letters with the committee pledging to eliminate all advertising depicting the drinking of beer or wine after Oct. 15, 1954. After inquiry, the committee held it "is satisfied that the pledged voluntary regulation by the broadcasting industry has become substantially effective and that there has been only isolated instances where by inadvertence such material has crept into a broadcast and that in those instances the objectionable material was stricken immediately from the station's advertising program." The committee noted one station eliminated opening of bottles or pouring of beer or wine and hoped other stations would follow suit.

James H. Quello, WJR Detroit, representing NARTB, said the association is "rigidly enforcing" its pledge. He described the committee report as "a significant victory."

BAC Seeks Controversy

THE NEW Broadcast Advertising Club of Chicago has served notice to its members that it will go in heavily for "controversial" speakers during the next few months. Leadoff man at BAC's first luncheon meeting was E. L. Deckinger, chairman of ARF's Radio-Tv Ratings Review Committee and vice president in charge of research at Biow-Beirn-Toigo.

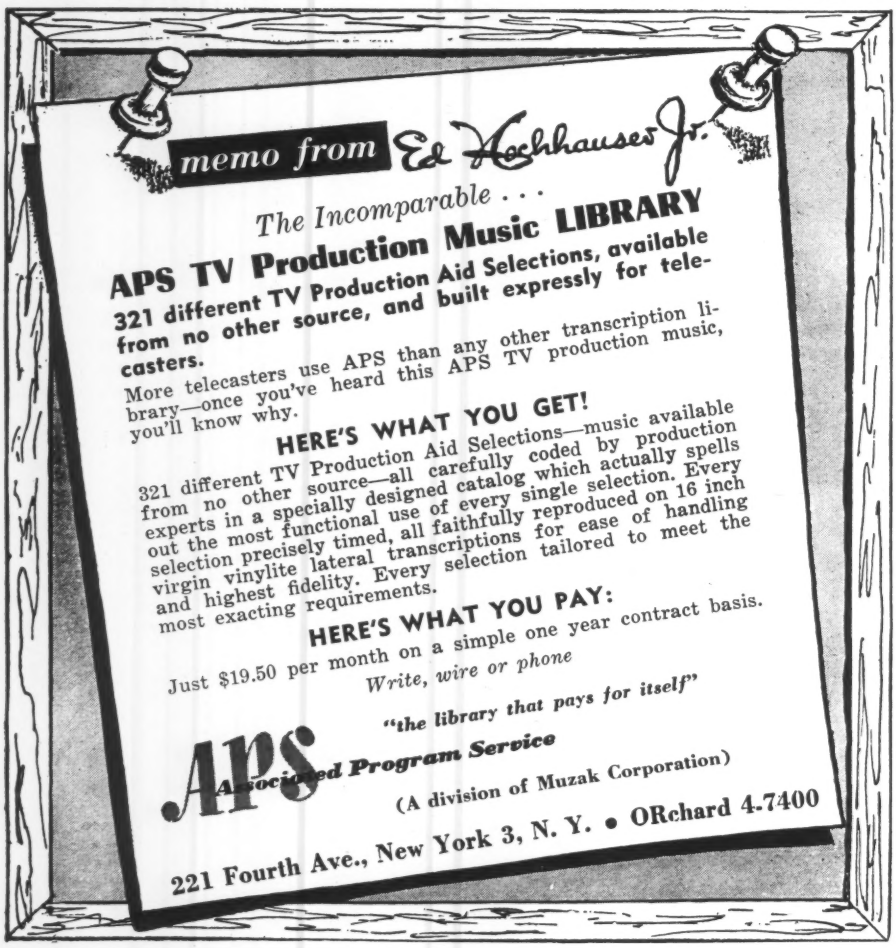
Club President Peter A. Cavallo Jr., J. Walter Thompson, announced the speaker at the March 23 meeting will be Harry M. Plotkin, who as Democratic counsel to the Senate Interstate & Foreign Commerce Committee prepared the Plotkin Memorandum calling for drastic network restrictions and is associated with Washington law firm of Arnold, Fortas & Porter. The club also will seek speakers who "formerly were in the business and could speak now without any particular caution" on aspects of the industry, Mr. Cavallo added.

Conn. Broadcasters to Hear Midgley, Silvernail, Others

TWO top timebuyers will address the first annual meeting of Connecticut Broadcasters Assn. to be held Thursday at the Hotel Bond, Hartford. C. E. Midgley Jr., timebuying executive of Ted Bates & Co., and Frank Silvernail, of the BBDO radio-tv department, are on the morning agenda as well as Harold E. Fellows, NARTB president, and Ted Cott, NBC Radio operating vice president. Comr. John C. Doerfer also is slated to speak.

Mr. Silvernail will report on the status of radio, based on a meeting held by BBDO with the four radio networks. Connecticut Gov. Abraham A. Ribicoff will address the luncheon. An afternoon panel moderated by Walter Johnson, WTIC Hartford, will include Edward C. Obrist, WNHC New Haven, for management; Wally Dunlop, WICC Bridgeport, for programming; Richard J. Monahan, WAVZ New Haven, for sales, and Frank B. Hales, WBRY Waterbury, for engineering.

A morning business meeting will adopt bylaws and hear reports of legislative and promotional activities. J. Maxim Ryder, WBRY, is CBA president, with Aldo de Dominicis, WNHC-AM-TV New Haven, vice president, and Walter B. Hasse, WDRC Hartford, secretary-treasurer.


memo from Ed Hochhauser Jr.
The Incomparable . . .
APS TV Production Music LIBRARY
321 different TV Production Aid Selections, available from no other source, and built expressly for telecasters.
More telecasters use APS than any other transcription library—once you've heard this APS TV production music, you'll know why.
HERE'S WHAT YOU GET!
321 different TV Production Aid Selections—music available from no other source—all carefully coded by production experts in a specially designed catalog which actually spells out the most functional use of every single selection. Every selection precisely timed, all faithfully reproduced on 16 inch virgin vinylite lateral transcriptions for ease of handling and highest fidelity. Every selection tailored to meet the most exacting requirements.
HERE'S WHAT YOU PAY:
Just $19.50 per month on a simple one year contract basis.
Write, wire or phone
"the library that pays for itself"
APS Associated Program Service
(A division of Muzak Corporation)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

The land of the free and the home of the egret ...and it's yours

The newest, and only sub-tropical National Park in the United States, the Everglades is, in a sense, the most American of all, for it is primarily a *refuge*. Here, the once-hunted egret and other spectacular bird species live unmolested; even the alligator is an honored guest. Nowhere else in America will you see such large congregations of birds and such unusual plant life as in this Florida wonderland that belongs to you. It has been said that each of the 28 National Parks has a special lesson for those who look for it. The Everglades makes you know what it is to be free.

A Salute to the National Audubon Society

Sinclair salutes the membership of the National Audubon Society for 50 years of outstanding accomplishment in the conservation of America's wildlife, plants, soil and water.

The Society, which has headquarters at 1130 Fifth Avenue, New York City, was a major force in the establishment of Everglades National Park and conducts Wildlife Tours there today.

Perhaps the brightest feather in its cap was the saving of the egret. Years ago, when fashion decreed that every lady wear a feather on her hat, thousands of egrets were slaughtered for their plumage. The Society roused public opinion against the fashion. The plumed hat became a badge of shame and its sale eventually prohibited by law.

As a result of the Audubon Society's efforts, the egret was saved from extinction to become a symbol of the Society's many achievements in conservation.

MOTORISTS—if you would like to visit the National Parks by car, the Sinclair Tour Bureau will help you plan your trip. Write: Sinclair Oil Corporation, Sinclair Oil Building, 600 Fifth Avenue, New York 20, N. Y.

SINCLAIR
A Great Name in Oil

WXIX (TV) BEGINS AS CBS' FIRST UHF

A FULL lineup of network shows plus local ones with strong community emphasis and children's programs are planned by WXIX (TV) Milwaukee, which was scheduled to begin operation yesterday (Sunday) as a CBS o&o uhf outlet.

Program and promotion plans were outlined to a group of 150 tv distributors and dealers in Milwaukee by William Lodge, vice president of CBS Television engineering, and other network officials at a luncheon a fortnight ago. WXIX, CBS' first o&o uhf outlet, will operate on ch. 19.

Mr. Lodge noted CBS already has spent $1.5 million in preliminary development and feels Milwaukee is the nation's most promising uhf market because of its large uhf set conversion to date. He told dealers they can anticipate some minor conversion difficulties in fringe areas. WXIX will operate with 50 kw the first two weeks and boost its signal to 245 kw on March 13, using the former WCAN-TV Milwaukee studios and transmitting tower which CBS purchased. Program plans were detailed by Edmund C. Bunker, general manager. WCAN-TV, on ch. 25 and the former CBS affiliate, has moved to new quarters.

Jack Van Volkenberg, CBS-TV president, told dealers, in a statement from New York, that CBS-TV plans to "develop the station technically to provide the best possible service and to contribute to the advancement of uhf television."

Promotion plans call for on-the-air promotion covering present uhf stations, a coast-to-coast live network salute and an ad campaign in *Tv Guide*, newspapers and billboards.

It was understood that some of the old WCAN-TV personnel had shifted from that station to WXIX.

POLICIES of WXIX (TV) Milwaukee, CBS' first owned uhf station, are discussed with 150 tv dealers and distributors by (l to r) William Lodge, CBS Tv engineering vice president, New York; Edmund C. Bunker, WXIX general manager, and By Colvig, station promotion and publicity director. WXIX began operations under CBS ownership yesterday (Sunday).

KSFO Moves to New Quarters

KSFO San Francisco has moved into new quarters in the Fairmont Hotel there, the station has announced. Construction and decoration costs of the new location were said to be $250,000. An opening day celebration was presided over by Bob Hansen, program director, and Don Sherwood, KSFO personality.

CBS-TV Names Samuels Manager of WSTV-TV

FRANK F. SAMUELS JR., manager of Pacific Coast Network Sales for CBS-TV, last week was named by CBS-TV as "general manager-designate" of WSTV-TV Steubenville (Ohio)-Pittsburgh, which CBS-TV has acquired for $3 million, subject to FCC approval [B•T, Nov. 22, Oct. 25, 1954].

MR. SAMUELS

Merle S. Jones, vice president in charge of CBS-owned television stations and general services, who is in the Pittsburgh area with Mr. Samuels to begin surveys looking toward CBS-TV operation of the station, announced the appointment and said it would become effective if FCC approves the WSTV-TV transfer. Meanwhile, he said, Mr. Samuels' duties begin immediately in connection with preparations for operation by CBS-TV.

CBS' contract for purchase of the ch. 9 Steubenville station is subject to FCC approval of WSTV-TV's application to move the transmitter site from Steubenville to a point near Pittsburgh and to move the main studios from Steubenville to Florence, Pa. This application, along with the transfer application, is now pending before the Commission.

While awaiting FCC action, Mr. Samuels plans to remain in the Steubenville-Pittsburgh area for "a considerable period" to study "the needs and program sources for the entire area surrounding Pittsburgh," the announcement said.

WNEW Names Jaeger, Stack Vice President, Treasurer

NEW EXECUTIVE posts were created at WNEW New York last week: John Jaeger, who has been with the station since 1934, was elected vice president, and Melvin J. Stack, with WNEW since 1944, was named treasurer of WNEW Broadcasting Co.

The changes were announced by Richard D. Buckley, president and general manager, who noted that Mr. Jaeger will continue in the position of executive assistant to the general manager.

Mr. Jaeger joined the independent radio outlet 21 years ago as an announcer. Mr. Stack formerly was WNEW's comptroller.

Storer Announces New Home For WXEL (TV), WJW-AM-FM

ON THE HEELS of an announcement that WXEL (TV) Cleveland will become a basic CBS-TV affiliate Wednesday, the Storer Broadcasting Co. disclosed plans last week for constructing a new, three-story building in Cleveland that will house the company's WXEL and WJW-AM-FM operations.

George B. Storer, president of SBC, hailed the affiliation with CBS-TV as "another glittering milestone in an aggressive program launched to further WXEL's position of television leadership." He added that the new WXEL construction project will "result in a complete 'new look' to its studios and office headquarters at 1630 Euclid Ave."

WXEL, which went on the air Dec. 17, 1948, has been an ABC-DuMont affiliate. Franklin Snyder, general manager of the station since

the WHLI long island story

WHLI

One Station— Dominates Listening . . . in the Major Long Island Market

		Morning	Afternoon
	WHLI	23	23
Latest "PULSE" Survey*	Network "A"	20	21
	Network "B"	9	12
	Network "C"	9	7
	Ind. Station (N.Y.C.)	7	9
	Network "D"	9	6
	All Others	15	17

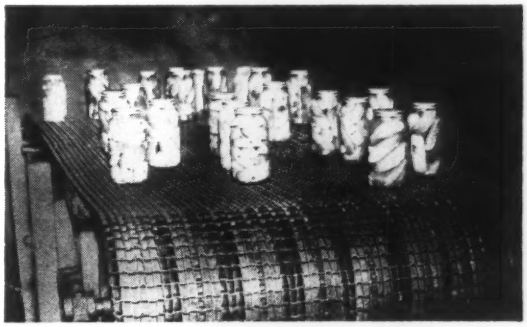
One Station—WHLI—has a larger daytime audience in the Major Long Island Market than any network or independent station!

*DATA: The Pulse Report Daytime, Nov. 1954. Hempstead Township, N. Y.

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
PAUL GODOFSKY, Pres.
the voice of long island
Represented by Rambeau

Only STEEL can do so many jobs so well

Fresh Air Design. That startling building is a *parking* garage. The walls are made from over 11 miles of USS Stainless Steel strand, held tight under 1000 lbs. tension with American Quality Springs. The strand prevents cars from rolling overboard, and makes this garage one of the most beautiful buildings in Chicago.



Hot Pickles. Those bottled pickles are taking their last ride on a USS Cyclone flat wire conveyor belt. Notice the open mesh that allows heat and steam to escape. Cyclone makes all types of conveyor belts, including types that can actually curve and go around sharp corners.

Tomorrow's Sirloin Steak needs a square meal today. In the South, many farmers treat their pastures with USS Basic Slag—a high phosphorus, high-lime by-product of U.S. Steel's southern steel-making process. Basic Slag encourages the growth of thick, rich pasture grass.

Portable Steam. It's actually a steam radiator, but you can move it to any room and plug it into any wall socket for fast, even fume-free heat. The radiator is made entirely from USS Steel. As a result, the unit is light and strong; and it heats up 4 times faster than a comparable heavyweight iron radiator.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

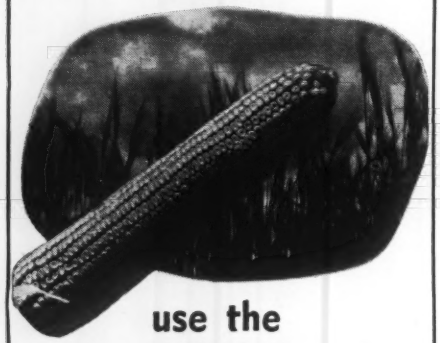
SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 5-469

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

WTVD

Durham-Raleigh

now has

216,580

TV SETS (source: Television Magazine)

More Sets than
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or
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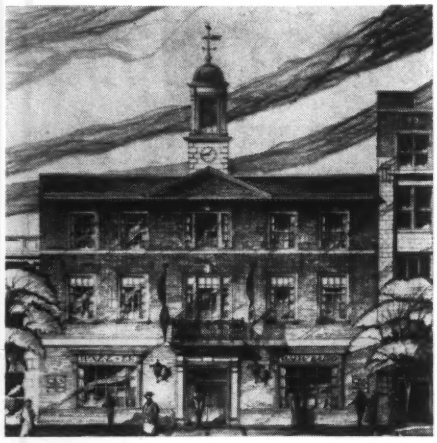


THIS architect's sketch shows the design of Storer's proposed new building.

its launching, continues as the chief executive.

The station was owned by the Empire Coil Co. from December 1949 until it was sold to Storer last November.

Mr. Storer reported there are 1,075,009 sets in the northeastern Ohio area served by WXEL. Programming hours at the station, he said, have increased from 49 per week in 1950 to 110 this year.

KLOR (TV) and KBET-TV Plan Program Debuts in March

TWO new tv stations have reported plans to begin regular programming in March.

• KLOR (TV) Portland, Ore., will debut March 9 as a primary ABC affiliate, S. John Schile, general manager, has announced. Formal opening will be held two weeks later with expected appearances of the mayor, governor, ABC officials and stars. Transmitter and tower equipment will be RCA and studio equipment DuMont. KLOR, on ch. 12, is represented by George P. Hollingbery Co.

Top personnel include: Mike McMullen, formerly with ABC New York and CBS Hollywood, chief engineer; Sam Herrick, formerly with KTTV (TV) Los Angeles, program director; Bill Plummer, production manager, and Bill Nutt, promotion director. KLOR is Portland's third tv and second vhf station.

• KBET-TV Sacramento, Calif., the second tv and first vhf there, will begin regular programming March 20. The ch. 10 station will affiliate with CBS (basic) and ABC. H-R Tv Inc. is national representative. KBET-TV claims 290,674 tv sets in its coverage area.

• The first tv station for Fairbanks, Alaska, KTVF (TV), began commercial programming Feb. 17. It will carry DuMont programs and on July 21 will affiliate with CBS. Alaska Radio-Tv Sales is national representative. The ch. 11 station is the third tv in Alaska, with two others located in Anchorage. KTVF is owned by Northern Tv Inc., which operates KTVA (TV) Anchorage. A. G. Hiebert is president.

Storer Ups Promotion For Miami Uhf Conversion

UHF promotion by Storer Broadcasting Co. is being upped on behalf of its WGBS-TV Miami, Fla. (ch. 23). Last week, Storer announced the appointment of Ralph C. Powell as director of trade relations in charge of the promotion of sales of new tv sets and converter installations through trade outlets in the WGBS-TV area. He joins Storer's headquarters at Miami Beach.

MR. POWELL

Mr. Powell was named by Storer after he had completed a 20-month project involving organization of national distribution for the Unicorn tv antenna designed by him for a Miami firm. In traveling about the country, Mr. Powell studied audience-building problems with managers of a number of uhf stations, according to SBC's announcement.

Storer said that "conclusions" reached in Mr. Powell's many interviews would be applied to "an intensive promotional program. . . . The objective is 100% conversion in 1955."

KLOR(TV) Portland, Ore., which will begin commercial operation March 9 with 238 kw, broke ground for its new 300-ft. tower with an assistance from Portland's Mayor Fred L. Peterson, who sits at the controls of this steam shovel. William Bowes, city commissioner, stands at Mayor Peterson's left. Also participating in the ground-breaking ceremonies were: (l to r): S. John Schile, KLOR general manager; William S. Healy; Jack Meier; Mrs. S. Eberly Thompson; Robert L. Sabin, and Henry A. White, president of the ch. 12 station. Messrs. Healy, Meier, Sabin and White are directors of licensee Oregon Television Inc. Mrs. Thompson's husband is a corporation director.

Reber, Shepard Named To NBC Spot Posts

APPOINTMENT of John H. Reber and H. W. (Hank) Shepard to newly-created posts of director of NBC Tv Spot Sales and director of NBC Radio Spot Sales, respectively, were announced last week by Thomas B. McFadden, vice president of NBC Spot Sales.

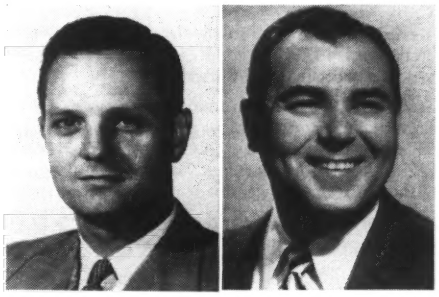
Mr. Reber has been national television sales manager of NBC Spot Sales since 1952. He joined NBC in 1946 after service with the U. S. Army in World War II and later served as program manager and sales manager of WNBT (TV) New York (now WRCA-TV).

Mr. Shepard, the newly-appointed director of NBC Radio Spot Sales, served most recently as manager of new business and promotion for the unit. He joined the NBC Radio network sales promotion division in 1950 and in 1952 was shifted to NBC Spot Sales.

In announcing the executive changes, Mr. McFadden said:

"The creation of the two new executive positions is a reflection of NBC Spot Sales' continuing effort to improve and strengthen the sales organization and indicates the growth of the importance of spot sales in the advertiser's radio and television budgets."

In other changes, Mort Gaffin, formerly manager of advertising and promotion, replaces Mr. Shepard as manager of new business and promotion and Edwin T. Jameson, previously eastern radio sales manager, assumes the post of eastern television sales manager. George Dietrich continues as national radio manager of NBC Spot Sales.



MR. REBER MR. SHEPARD

KFSD-TV Slates $200,000 For Expansion Program

EXPANSION program, costing $200,000 and enabling KFSD-TV San Diego to increase power and improve color transmission, has been announced by William E. Goetze, general manager of KFSD Inc.

The power increase will be provided by a new RCA transmitter and 12-bay antenna, replacing the present six-bay antenna. New studio equipment will be added, including a Television Specialties rear screen projector, an RCA vidicon film chain and a Gray telop. An RCA nine-channel studio switchboard, designed for color, also is being installed, the station reported.

The changes are expected to be completed by early summer, Mr. Goetze said. KFSD-TV, on ch. 10, is a basic NBC affiliate.

Grayson, Associates Buy KFDX for $100,000

PURCHASE of KFDX Wichita Falls, Tex., by S. A. Grayson and two local businessmen for $100,000 was announced last week, subject to the customary FCC approval. KFDX-TV is not involved in the sale.

Mr. Grayson currently is general manager of KMID-TV Midland, Tex. When the transaction is completed he will become president and general manager of KFDX, which is being acquired from D. A. Cannan and associates.

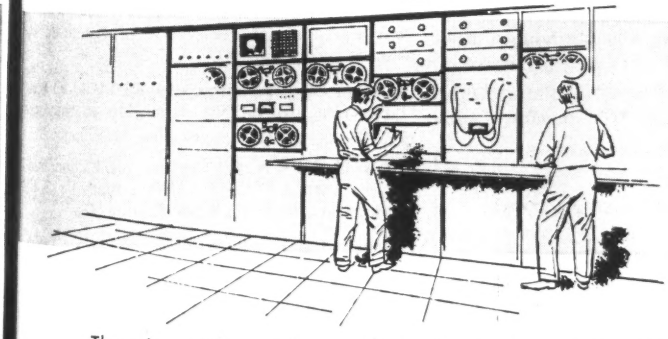
His associates in the purchase are Nat Levine, investments, and Myer Raben, auto dealer. Each of them will own 25% of the stock of the station while Mr. Grayson will own 50%.

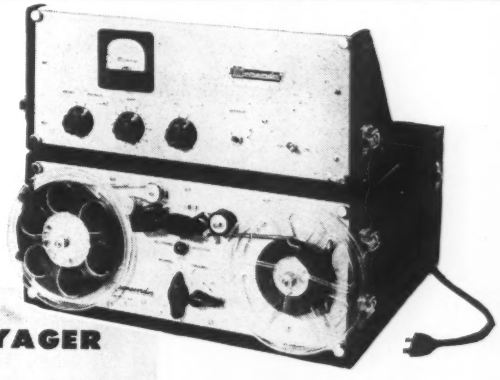
KFDX, which began operations in 1947, is an ABC affiliate operating on 990 kc with 10 kw day and 1 kw night. Acquisition of the station will mark a return to KFDX for Mr. Grayson, who started there in December 1947 as program director.

CBS Radio Spot Names Two

APPOINTMENT of Jack Donahue, manager of the San Francisco office of CBS Radio Spot Sales, as an account executive in the Chicago office was announced last week by Henry R. Flynn, general sales manager. Mr. Flynn also announced that Roland Kay, account executive in the New York office, will succeed Mr. Donahue as San Francisco office manager.

There's no substitute for the best... choose a Magnecorder!





VOYAGER

M81

There is no other equipment that quite matches the exacting dependability of a Magnecorder. Year after year, Magnecorders continue to earn their unmatched reputation for quality performance under the most demanding broadcast conditions. With Magnecorders the difference is *dependability!*

Look for your Magnecord dealer, listed under "Recorders" in your classified telephone directory.

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STATION PEOPLE

Hewel Jones, sales manager, KXOL Fort Worth, Tex., elected vice president.

MR. JONES

Terry Hamilton Lee, executive vice president and general manager, KOVR (TV) Stockton, Calif., elected board member of licensee Television Diablo Inc.

Gar Meadowcroft, sales staff, WJBK Detroit, appointed to newly-created position, assistant managing director.

Harry Hyett, general manager, WEAU-AM-TV Eau Claire, Wis.,, has resigned.

George L. Pettett, recently separated from U. S. Army, returns to WTRP LaGrange, Ga., as assistant manager.

Charles Boland appointed national and regional sales director, KWTX Waco, Tex.; **Gene Lewis,** formerly with KPRC Houston, Tex., appointed program director.

Chuck Gay, sales promotion manager, WHIO-AM-FM-TV Dayton, Ohio, additionally appointed tv programming director, succeeding **Don Lyons,** who has been given writing assignment.

Budd Blume, staff writer, WBBM Chicago, appointed public relations and publicity director, succeeding **Gene St. Pierre.**

Richard F. McCarthy, radio promotion director, Crosley Broadcasting Corp., Cincinnati, appointed public relations and publicity director, WKRC-AM-TV there.

Len Colby, sports director, WKZO-AM-TV Kalamazoo, Mich., appointed director of news, sports and special events.

Elmer Hanson, former general manager, KNOX Grand Forks, N. D., appointed in charge of Grand Forks office, KXJB-TV Valley City, N. D., in charge of sales and operation of KXJB-TV studio now under construction at Grand Forks.

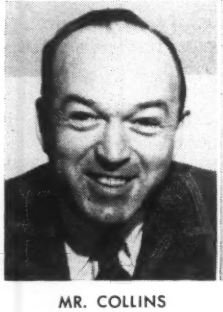
Betty Belson, accounting dept., KBIG Avalon, Calif., named sales service manager, succeeding **Beverly Carnahan,** retiring from radio; **Beverly Ferguson,** promotion dept., KCOP (TV) Hollywood, succeeds Miss Belson.

Robert Provence, announcer, WLWT (TV) Cincinnati, appointed executive producer, WLWD (TV) Dayton, Ohio; **Arlene Hadley,** WLWD operations chief, appointed program administrator.

Howard Zuckerman, producer-director, WLOS-TV Asheville, N. C., to WLWA (TV) Atlanta, Ga., in same capacity.

Jim Johnson, former director, KABC-TV Hollywood, to KNXT (TV) there in similar capacity.

Gordon E. Moore, local sales manager, WMUR-TV Manchester, N. H., appointed WMUR-TV national sales manager; **Robert J. Collins,**



MR. COLLINS

MR. MOORE

WMUR local sales manager, appointed WMUR national sales manager.

John MacKenzie, former director of farm programs, KMJ Fresno, Calif., to KBET-TV Sacramento, Calif., as farm director; **Vince Williams** to KBET-TV as production manager and program personality.

Thomas Crawford Witten, formerly with Loew's Theatres, Washington, to WBAL-TV Baltimore as art director; **Soterios Pappas,** production supervisor and artist, appointed over-all art department supervisor.

George Spruce to WCHS-AM-TV Charleston, W. Va., as art director; **Neil Boggs,** reporter, *Charleston Gazette,* to WCHS-AM-TV news staff and as tv program conductor, *Up-to-the-Minute News;* **Jerome Chamberlain** to news staff.

Dick Kline, disc m.c., WPON Pontiac, Mich., named chief announcer; **Gib Shanley,** sportscaster, named sports director; **Don Zee** to announcing staff.

Tom Reading, formerly managing editor, *Peshtigo* (Wis.) *Times,* to WMAM-WMBV-TV Marinette, Wis., as news editor-photographer; **Don Sisto,** announcer, WDBC Escanaba, Mich., and **William Kiss,** announcer, WNAM Neenah, Wis., to WMAM-WMBV-TV; **Wallace MacBriar,** program director, and **Harold Zahorik,** continuity editor, both WJON St. Cloud, Minn., to Marinette stations.

George Goldman, tv promotion director, WCAU-TV Philadelphia, appointed WCAU-AM-FM-TV assistant promotion director.

Manuel Fingerhut, accountant, WBKB (TV) Chicago, promoted to assistant treasurer.

Arthur Schoenfuss, engineer in charge of technical operations, CBS-TV New York, to CBS-owned WXIX (TV) Milwaukee.

Ken Vandever, account executive, KFMJ Tulsa, Okla., to sales staff, KOTV (TV) there.

Thomas L. Dwyer Jr., formerly with Television Specialty Co., N. Y., named account executive, WTTG (TV) Washington.

Don Park, account executive, KIEV Glendale, Calif., to KNXT (TV) Hollywood in same capacity.

Ward R. Crowley, account executive, KVTV (TV) Sioux City, Iowa, to KGGM-TV Albuquerque, N. M., in same capacity.

Frank Benson, assistant program director, WALA-AM-TV Mobile, Ala., and WALA-TV announcer, transfers to WALA sales staff; **Jim McNamara,** WALA-TV announcer, appointed WALA-AM-TV assistant program director; **Chuck Thompson,** WALA disc m.c., named WALA-AM-TV station publicity director.

John D'Aiutolo, account executive, Headley-Reed Co., N. Y., to WOR New York as account executive.

Lloyd S. Garten, formerly with WHTN Huntington, W. Va., to WSAZ there as announcer-disc m.c.; **Dorothy Jeanne Schroeder,** formerly with WHTN, to WSAZ-TV as fashion coordinator and personality.

Bob Connolly, Armed Forces Radio Service, Far East, returns to WAJR Morgantown, W. Va., as disc m.c.

William Clayton, announcer, KPTV (TV) Portland, Ore., to KONA Honolulu in same capacity.

John H. Sowers Jr., former production manager assistant, WGVL (TV) Greenville, S. C., to announcing staff, WSB Atlanta, Ga.

Roland Davis, 66, former entertainer, WGN Chicago, died Feb. 15.

Francis McPhillips, sales service manager, WJR Detroit, died Feb. 15.

Tino Castillo, announcer, KTFY Brownfield, Tex., died Feb. 14.

Rol Laughner, 42, program director, KTAR Phoenix, Ariz., died Feb. 11.

REPRESENTATIVE PEOPLE

David Harris, formerly with Ruthrauff & Ryan, N. Y., to sales staff, H-R Representatives, N. Y., effective tomorrow (Tues.).

Luellen Stearns, eastern tv sales manager, NBC Spot Sales, N. Y., resigns with future plans unannounced.

SELLING . . . The Nation's 32nd General Merchandise Market

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

RCA'S RECORD $941 MILLION INCOME SUMMARIZED IN 1954 ANNUAL REPORT

Points the report covers: gross, NBC sales and network growth, tax expenditures, profits, dividends, assets and product advances.

RCA'S GROSS income from the sale of products and services in 1954 totaled $940,950,000, the highest volume in the company's 35-year history, according to the annual report released Saturday by Brig. Gen. David Sarnoff, chairman of the board.

The year's total was three times the business volume of RCA seven years ago, and 10% higher than the former all-time high of $853 million established in 1953.

NBC's sales for the year were reported as setting a new record with a 14.3% gain over 1953 despite "a moderate decline" in radio network billings "in line with the industry trend." Spot sales were said to have gained 28% over 1953 in television and 14% in radio, with gross network tv billings up 30% to a new high of $125 million.

A breakdown showed NBC accounted for $200,423,000 or 21.3% of RCA's total sales in 1954, as compared to $176,052,000 or 20.6% in 1953. Other sources: RCA Communications, $18,183,000 (1.9%) in 1954 against $17,939,000 (2.1%) in 1953; Radiomarine Corp. of America, $17,524,000 (1.9%) against $18,662,000 (2.2%); RCA Institutes, $1,304,000 (0.1%) against $960,000 (0.1%), and, largest of all, RCA and all divisions and subsidiaries not here shown separately, $709,984,000 (75.5%) as compared to $645,117,000 (76.6%) in 1953. (The table also carries a deduction of $6,468,000, or 0.7%, covering inter-company transactions.) NBC's $200,423,000 sales in 1954 were $24,371,000 higher than in 1953, it was pointed out.

The report noted that the NBC-TV network grew from 168 to 195 stations during the year and said approximately 100 affiliates are now equipped to broadcast color tv over areas representing 90% of the nation's tv homes. The NBC Radio network was placed at 209 stations.

RCA's net profit in 1954 was reported at $83,501,000 before federal income taxes and $40,525,000 after taxes. These totals compare with $72,437,000 before taxes and $35,022,000 after taxes in 1953. Earnings per share of common stock were $2.66 in 1954; $2.27 in 1953. The company's total tax bill was $81,815,000 in 1954, equivalent to $5.83 per common share or more than twice the year's net profits.

Products and services supplied to the armed forces accounted for approximately 24% of RCA's total 1954 sales. Backlog of government orders at the end of the year exceeded $300 million.

$22 Million Dividend

Dividends totalling $22,052,000 were declared last year, including $3,153,000 to holders of preferred stock and $18,899,000 to holders of common stock. Additionally, the board in December declared the first quarterly dividend on common stock for 1955, amounting to 25 cents per share which was payable Jan. 24.

RCA's assets at the end of 1954 aggregated $386,522,000 as against $349,735,000 a year earlier. Plant and equipment additions during 1954 amounted to $34,290,000. The company now has 70,500 employes, a gain of 5,500 over the 1953 total, and payments for wages and salaries in 1954 were $298,289,000.

A year-by-year table covering RCA's past 10 years showed an annual average gross income of $525,868,000; earnings before federal income taxes of $53,964,000, and net profit after income taxes of $27,555,000. Earnings before taxes represent an average, over the 10-year period, of 10.3% of gross income, and an annual average of profit after taxes of 5.2%.

Describing advances made in research, the annual report recalled that Gen. Sarnoff, in a speech in January 1954, sketched four electronic developments currently underway at the RCA labs [B•T, Feb. 7]: tv magnetic tape recorder, electronic light amplifier, electronic music synthesizer and electronic cooling system.

Others cited in the report were: development of a simplified, 28-tube color tv receiver using the RCA 21-inch color picture tube; field tests establishing that booster stations offer a practical means of extending uhf tv coverage; development of a new electron tube (the tacitron) which shows a possibility of application in such fields as electronic computers and electronic industrial controls; creation of a new electron tube (the RCA metrechon) for use in radar; transistor improvements and development of a permanent-magnetic material to replace defense-critical materials in building permanent magnets.

RCA detailed its activities:

- Tv sets—RCA Victor Television Div. produced its five millionth receiver and sold more sets in 1954 than in any previous year.
- Electronic products—sales for military and consumer use were up about 29% over 1953.
- Industrial electronics—emphasis on closed-circuit tv, electronic inspection and production control equipment and communications systems.
- Electron tubes—communications, military and home entertainment fields expanded.
- Phonographs and records—RCA's line of phonographs was expanded and suggested list prices on RCA Victor records were dropped as much as 40%.
- Weather radar—RCA this year will manufacture new type of airborne weather-detection radar in commercial quantities.
- Home appliances—plans for 1955 call for expansion of line of kitchen ranges.
- Foreign trade—1954 was a record breaker for the RCA International Div., including largest shipment of appliances ever made to the Middle East.
- Communications—RCA Communications processed more than 6.6 million overseas messages in 1954 for increase of 3.5% over 1953.
- Radiomarine—overall business was down somewhat due chiefly to reduced activity in maritime industry.
- Radio-tv training—students at RCA Institutes' Resident School numbered 2,200 at end of 1954, about 7% more than the year before.
- Automation—RCA is engaged in research and engineering in this field. Corporation is building an automatic production machine for use in manufacturing a wide range of electronic equipment.

Columbia Electronics Prods. Formed Under Paul Wexler

CREATION of Columbia Electronics Products as a new operation of Columbia Records Inc. was announced last week by James B. Conkling, president. Paul Wexler, vice president, will assume direction of Columbia Electronics Products effective tomorrow (Tuesday).

Four big reasons why you should buy

JOHN IRELAND

WALTER SLEZAK

MERLE OBERON

EDMOND O'BRIEN

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

52 star-spangled films, paced by top names from Hollywood and Broadway...great scripts...superb direction by Roy Kellino, Ted Post, and others. If you want to make a real impression, this is for you!

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IN DETROIT
You Sell More on CHANNEL 4
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THE GEORGE P. HOLLINGBERY CO.

QUEEN ISABELLA

hocked her jewels for a fella
to prove the world was round.
The chance she was taking
was rather world shaking,
suppose he had run aground?
But Christopher knew
what his three ships could do
and his discovery of America was in.
To parallel his feat
we repeat and repeat,
you can discover success on WPIN.

When you discover WPIN, you have unearthed the daytime station preferred by more local advertisers.

WPIN's clear channel signal serves a market of 790,300 people with a buying income of $989,640,000.00. This dominant news station is the West Coast of Florida's best daytime radio buy!

WPIN
680 Clear Channel
Offices and studios in the
Royal Palm Hotel
St. Petersburg, Florida
Arthur Mundorff, Owner-Manager
Represented Nationally by
Indie Sales, Inc.

WESTINGHOUSE HITS $1.6 BILLION MARK

NET SALES billed by Westinghouse Electric Corp. in 1954 reached a record high for the fifth consecutive year, totaling $1,631,045,000 for a 3% gain over the 1953 total and carrying net income to the highest total in the company's history, President Gwilym A. Price reported last week.

The year's net income amounted to $84,594,000, an increase of 13.8% over the 1953 total. This was the equivalent of 5.2% of sales billed and represented $5.06 per common share after payment of preferred-stock dividends. These 1954 figures compared with 1953 net income of $74,322,000, which was equal to 4.7% of sales billed or $4.53 a common share.

Dividends on common stock in 1954 were the highest in Westinghouse history, totaling $2.50 a share including a 50-cent year-end extra. The company's 1954 total tax bill was placed at $122,013,000, or $7.47 a share.

Working capital at the end of 1954 amounted to $692,112,000 as against $629,725,000 a year earlier. Current assets, as of Dec. 31, 1954, Mr. Price said, were more than four times current liabilities. Inventories were $420,360,000 compared with $497,454,000 at the end of 1953.

Allied Sues RCA For $2¼ Million

SUIT for $2¼ million in treble damages was filed in Newark, N. J., district court last week by Allied Products Inc. of Irvington, N. J., against RCA. The New Jersey parts maker claimed that RCA exercises monopolistic control over the radio and tv industry and has caused it damages in the amount of $750,000. It also charged RCA with conspiracy to restrain trade in the radio and television field. Named as co-conspirators, but not as defendants, were AT&T, Western Electric and Bell Telephone Labs. Allied also asked the court to enjoin RCA in what it alleged were illegal patent licensing and sublicensing practices. It asked the court to restrain RCA from pressing a $175,000 suit which RCA filed against Allied late last year. The RCA suit is for patent royalties from Allied.

RCA's patent licensing practices are under fire by the Dept. of Justice, which filed an antitrust suit against the radio-tv company late last year [B•T, Nov. 22, 29, 1954]. RCA also is being sued for $16 million treble damages by Zenith Radio Corp.

R. S. Windt of CBS-Columbia Named Radio Sales Manager

ROBERT S. WINDT, promotion-publicity manager of CBS-Columbia, has additionally been appointed sales manager for radio, Harry Schecter, vice president in charge of sales, announced last Monday. Mr. Windt will report to David J. Hopkins, director of sales.

Mr. Schecter said Mr. Windt's new assignment is in line with the firm's "expanding radio sales program, aimed at garnering 5% of total home radio industry sales in 1955."

Avco Net Earnings Up Despite Decline in Sales

DESPITE a 12% decrease in net sales as compared with the previous year, consolidated net earnings of the Avco Mfg. Corp., New York, for the fiscal year ended Nov. 30, 1954, amounted to $3,639,436, equal to 37 cents per common share, as against $3,427,185, or 35 cents per common share, for the 1953 fiscal period.

These highlights of the company's annual report were released last week by Avco. The annual stockholders meeting will be held in New York on April 14.

Net sales totaled $375,405,820 as compared with $428,326,201 for the 1953 fiscal year.

The 1955 outlook for the radio and television broadcasting operations of the Crosley Broadcasting Corp., Avco subsidiary, was termed "favorable." It was reported that revenues from the television operations had increased in 1954 over the previous years, but were lower in radio (WLW Cincinnati).

Tv Sets Shipments in 1954 Increase Nearly Half Million

SET manufacturers shipped 7,161,362 tv receivers to dealers during 1954, an increase of nearly a half-million over the 6,704,193 sets shipped in 1953, according to Radio-Electronics-Tv Mfrs. Assn. December tv set shipments totaled 1,014,227 compared with 774,379 in November and 660,515 in December 1953. Following are tv set shipments to dealers by states in 1954:

State	Total	State	Total
Alabama	108,829	New Jersey	202,155
Arizona	34,985	New Mexico	24,487
Arkansas	92,192	New York	653,852
California	517,935	North Carolina	176,317
Colorado	59,352	North Dakota	34,658
Connecticut	95,560	Ohio	356,009
Delaware	15,960	Oklahoma	102,161
Dist. of Columbia	47,895	Oregon	84,913
Florida	216,286	Pennsylvania	465,785
Georgia	160,606	Rhode Island	24,356
Idaho	41,679	South Carolina	99,891
Illinois	439,127	South Dakota	24,409
Indiana	216,884	Tennessee	152,683
Iowa	157,285	Texas	379,646
Kansas	119,186	Utah	27,850
Kentucky	94,038	Vermont	26,224
Louisiana	146,149	Virginia	122,330
Maine	92,954	Washington	126,418
Maryland	85,703	West Virginia	80,735
Massachusetts	190,475	Wisconsin	191,612
Michigan	295,771	Wyoming	8,088
Minnesota	145,082		
Mississippi	59,239	U. S. TOTAL	7,147,953
Missouri	204,599	Alaska	3,166
Montana	26,588	Hawaii	10,243
Nebraska	75,443		
Nevada	8,596	GRAND TOTAL	7,161,362
New Hampshire	34,876		

Sylvania Chairman Mitchell Named to Serve as President

ELECTION of Don G. Mitchell, chairman of the board of Sylvania Electric Products Inc., to serve also as president, succeeding the late H. Ward Zimmer, was announced last week. Mr. Mitchell will serve for an indefinite period in the dual capacity.

MR. MITCHELL

Mr. Mitchell joined the company in 1942 as vice president in charge of sales. He was elected executive vice president in January 1946, president in May of the same year and board chairman in 1953.

He has been a director of the National Assn. of Manufacturers, National Electrical Manufacturers Assn. and National Sales Executives. He currently is a trustee for the Committee for Economic Development. He also is a director of American Management Assn. and chairman of its executive committee.

Transmitting Equipment

Station	Power	Band	Use
TRANSMITTER SHIPMENT			
General Electric Co. WSJS-TV Winston-Salem, N. C.	5 kw	tv (ch. 12)	---------- Order
KFJZ-TV Fort Worth	5 kw	tv (ch. 11)	new station

OTHER EQUIPMENT: GE also reported shipments of: a three-bay antenna to KGBT-TV Harlingen, Tex. (ch. 4); five-bay helical antenna to WCAN-TV Milwaukee (ch. 25), and orders from KFJZ-TV Fort Worth (ch. 11) for a 20 kw amplifier, two studio cameras, a portable two-camera chain, two vidicon film cameras, two synchrolite projectors and a 12-bay antenna.

RCA has reported shipments of a three-vidicon film camera to WNHC-TV New Haven, Conn. (ch. 8); a color film camera to WSM-TV Nashville (ch. 4); a 25 kw amplifier to WMBV-TV Marinette, Wis. (ch. 11), and vidicon film cameras to WSAZ-TV Huntington, W. Va. (ch. 3); KRON-TV San Francisco (ch. 4), and WCHS-TV Charleston, W. Va. (ch. 8).

DuMont Labs has reported shipment of a 50 kw audio-visual amplifier to WLVA-TV Lynchburg, Va. (ch. 13) and an order from KCRG-TV Cedar Rapids, Iowa (ch. 9), for a 50 kw amplifier and antenna.

MANUFACTURING PEOPLE

MR. McDONOUGH

John K. McDonough, general manager, radio-tv div., Sylvania Electric Products Inc., N. Y., to General Instrument Corp., Elizabeth, N. J., as vice president of F. W. Sickles Div. and sales director for both company and division.

Richard H. Hall, former sales manager for phenolic and injection molding, General Electric Co., Schenectady, N. Y., appointed commercial engineer, Pacific Div., Mycalex Corp. of America (glass-bonded mica insulating products), Clifton, N. J.

C. A. Greathouse, formerly with Montgomery Ward & Co., Chicago, appointed director of sales, RCA International Div., with headquarters in New York.

Eugene F. Grant, engineering manager, W. L. Maxson Corp., N. Y., appointed engineering director, National Co., Malden, Mass.; **Robert J. Murray** promoted to manager, service dept., succeeding **Don Swain,** resigned; **Vincent F. Crowninshield,** formerly personnel manager, Tobe Deutschmann Corp., Norwood, Mass., appointed technical placement director.

William Paton, purchasing manager, tv receiver div., Allen B. DuMont Labs, Clifton, N. J., appointed purchasing agent for all manufacturing divisions.

Harvey Finkel appointed general production manager, JFD Mfg. Co., Brooklyn, N. Y.

Angel Vidal appointed office manager, semiconductor div., Radio Receptor Co., Brooklyn, N. Y.

Jerome Bresson, formerly vice president and chief engineer, Tele King Corp., N. Y., appointed representative, Centralab, division of Globe-Union Inc., Milwaukee, serving southern New Jersey, Camden, N. J., and metropolitan Philadelphia, headquartering in New Brunswick, N. J.

Gordon James to sales staff, Andrea Radio Corp., Long Island City, N. Y.

Nathan Chirelstein, 52, chairman of board, Allied Electric Products Inc. (tv tubes, wiring devices), Irvington, N. J., died Feb. 19.

NBC-TV OFFERS 'GOBEL', 'CAESAR'

Programs added to list available to unordered optional stations under the network's Program Service Plan.

NBC-TV is announcing today (Monday) further strides in its "Program Service Plan" designed to make available its top sponsored programs to unordered optional stations.

The network had detailed its program for extending service to small-market stations, a plan that has been in operation at NBC-TV since last October, a few months ago [B•T, Dec. 6, 1954].

In today's announcement, the network said its *George Gobel Show* and *Caesar's Hour* will be offered to optional affiliates, effective March 19 and 14, respectively. The addition of these shows brings the lineup of such programs, offered to optionals which can program them with network commercials deleted and make them available for sponsorship, to six. The four other programs are *Today, Howdy Doody, Home* and *The Imogene Coca Show.*

NBC also revealed additional information on its station sales unit under Richard Soule which also was outlined to B•T in December. This sales unit, NBC-TV said, assembles "detailed and individualized selling information on the markets and facilities represented by NBC's optional affiliates." The unit produces analyses of these lineups on commercial accounts and assists in the sales of the lineup additions on a per account basis.

Noting that these efforts already have resulted in more network advertisers placing more business on optional affiliates, NBC-TV said that in comparing last month with January of 1954 there has been a 45% increase in weekly hours placed by the network on the same group of 90 optional stations affiliated since January 1954. In hours, the increase was from a total of 813 per week to 1,183 hours per week, NBC-TV said, noting that these are exclusive of the participations in *Today, Home* and *Tonight* as well as in *Howdy Doody* show.

Since last December, *Home* has increased the number of optionals on which it is seen from 31 to 42; *Howdy Doody* from 62 to 65 and *The Imogene Coca Show* from 21 to 25. *Today* is seen on 28 optional affiliates.

According to Harry Bannister, NBC vice president in charge of station relations, the addition of *Caesar's Hour* and the *Gobel Show* underlines network efforts to increase the number of such programs to optionals and is indicative of the "tremendous cooperation achieved between NBC and its options."

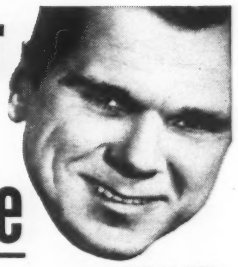
At the same time, NBC-TV released a list of optional affiliates ordered by network advertisers during the average evening program period, showing these increased in lineups over the past year: *Buick Berle Show,* 71 to 118; *Ford Theatre,* 56 to 97; *Justice,* 10 to 32; its Saturday 10-10:30 p.m. EST period (now *Gobel Show),* 10 to 55; *The Cavalcade of Sports,* 53 to 88, and *This Is Your Life,* 28 to 44.

ABC-TV Moves 'Stork Club,' Plans Other Weekend Changes

PART of ABC-TV's weekend schedule will be changed effective March 13.

The network's *Stork Club,* now seen for a half-hour on Saturday at 10 p.m. EST, will switch to Sunday and extend its length to 45

Four more reasons why you should buy PLAYHOUSE


JACKIE COOPER

RICHARD CARLSON

JOAN CAULFIELD

EDWARD ARNOLD

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Strictly a top-drawer series . . . 52 films combining famous stars (like these), great stories, top production in one quality package. No wonder critics call them "outstanding" ..."first class"!

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

minutes (9:15-10 p.m. EST).

To make room for *Stork Club*, two programs, *Horizons*, a documentary-type show on medicine, and *Pantomime Quiz*, will be canceled. To fill the gap on Saturday night caused by the *Stork Club*'s exodus, it was understood that ABC-TV possibly would extend Ozark Jubilee, which fills the 9-10 p.m. EST period, another half-hour. Also under consideration was filling the 30 minutes with a film.

The shift of *Stork Club* was made to provide it with a wider choice of talent for appearances on the program, it was said. Since most legitimate theatres in New York are closed Sundays, it was felt that a new source for guest performers would be opened.

The *Stork Club* program also plans to add a few dancers and to make more use of the Stork Club's downstairs rooms, lifting the restriction of using only the special tv studio located on the club's fourth floor.

ABC Reviews Adv. Plans

OPERATIONS and plans of the ABC advertising and publicity department were reviewed by New York, West Coast, and Midwest executives in a three-day meeting, Monday through Wednesday, in New York last week. The group included Gene Accas, advertising, promotion and publicity director; Will Parsons, advertising manager, and Ernie Stern, publicity manager, all from New York; Stanley Kramer, advertising and publicity director of the Western Div.; Elliott Henry Jr., publicity and promotion director for ABC Chicago, and Bob Baldrica, advertising and promotion manager for ABC's WXYZ-AM-TV Detroit.

SALES OF 'HOME' REACH $8 MILLION MARK

NBC-TV's participating show, ending its first year March 1, is 64% ahead in sales for 1955 compared to 1954 total.

SALES by NBC-TV's participating *Home* program (11 a.m. to noon, Monday-Friday) already show a 64% increase for 1955 compared to the total chalked up in 1954. *Home* is one of a triumvirate of NBC-TV participating programs which also includes *Today* and *Tonight*.

The network, summing up *Home's* progress in its first year's operation (March 1), reported last week that $5 million in gross billings already are on the books for this year. Gross billings for 1954 came to $3,050,000 for a combined total of more than $8 million for its first year's sales, NBC-TV said.

Advertisers at the outset took quickly to the program, NBC-TV asserted, noting that the *Home* show, conceived and developed by NBC President Sylvester L. Weaver Jr., had 10 sponsors signed for a total of 288 participations, representing $1.5 million in advance gross billings before its debut.

Home's advertiser list now totals 34, with a wide range of budgets and products represented, such as H. J. Heinz Co., Beatrice Foods, Culligan Inc. (water service), American Greetings Co., Dow Chemical Co., Hoover Vacuum Cleaners, Daystrom Furniture, Magla Products (ironing board covers), Oneida Ltd. (silver tableware), Sandura Co. (floor coverings), Alcoa, Sunbeam, duPont and the Pepperell Mfg. Co.

Roy Porteous, NBC's sales manager of participating programs, noted that during its first Christmas season, the show "hit a level of 78% sponsored and is now running ahead of its sales quota for 1955—even in advance of the announcement of the new T-H-T summer incentive plan for 1955, which offers *Home* clients a special summer discount of 14% to 34% during the 14 weeks from May 30 to Sept. 2, 1955" [B•T, Feb. 21].

NBC-TV noted that Mort Werner, newly-named director of participating programs for NBC, plans to "travel" the show in 1955. Result of this activity, the network said, has affected its audience rating.

Another major project for this year will be a special series of *Home* features on the houses Americans live in, with tie-ins this spring on home-building, remodeling, modernization, landscaping and increasing livability. An architect-designed house to be built by merchants in 50 or more cities throughout the country will be completed and opened to the public June 4, it was reported. For this event (to be called "The House That *Home* Built"), Richard Linkroum, the show's producer, has formed a special committee to outline housing features on the program to enable clients to capitalize on the interest created.

Commercial Aviation 'First': Tv Cameras to 'Fly American'

IN WHAT was said to be probably the first time in commercial aviation that "live" tv cameras have been carried aloft, two tv cameras and virtually the entire components of a remote tv unit will be installed in an American Airlines DC-4 air freighter for "live" aerial pickups during NBC-TV's *Home* (Mon.-Fri., 11 a.m.-12 noon) on Thursday.

The segment will be part of *Home's* continuing series, "Husbands at Work," in which a pilot, Capt. William Reetz, will be interviewed in the plane, just prior to take-off, by Arlene Francis and his wife, Willa, who will both be in the program's permanent studios on West 67th St., New York.

Four cameras will be used during the sequence. One camera will be placed on the flight deck, covering the crew, and the other strapped to the side door, which will remain open during the flight. The two cameras in the plane and a third on the ground at La Guardia Field will record the plane's take-off as Capt. Reetz explains to the audience what is happening. Contact with the ground will be maintained via microwave and two-way radio. The plane subsequently will proceed to the RCA Bldg. in mid-Manhattan, where a fourth camera will pick up pictures as the plane circles overhead. The two cameras inside the plane will continue to record the flight.

DuMont Schedules Ike

DuMONT Television Network will present President Dwight D. Eisenhower's filmed news conferences each Wednesday evening hereafter as a public service, Ted Bergmann, DuMont's managing director, announced last week. The film of the news conference, however, will be carried under the auspices of the DuMont Television Receiver Sales Div. on behalf of its franchised dealers on DuMont-owned WABD (TV) New York (8:30-9 p.m.) and on WTTG (TV) Washington (10-10:30 p.m. EST).

ROBERT W. SARNOFF (c), executive vice president of NBC, addressed the Transportation Club of Rochester (N.Y.) Chamber of Commerce and urged tv set manufacturers to sponsor color tv programs. With Mr. Sarnoff, discussing his Feb. 3 speech, are Kenneth Bilby (l), NBC vice president in charge of public relations, and William Fay, vice president of WHAM-AM-FM-TV Rochester.

ABC, Hopkins Plan New Show

ABC-TV last week confirmed that it is preparing a tv program, in cooperation with Johns Hopkins U., designed to encourage young people to undertake careers in scientific and engineering fields. Though the project was said to be still in the developmental stages, a network spokesman expressed the hope that the program would be placed on the air in the near future. It was noted that DuMont Tv Network will cancel the *Johns Hopkins Science Review* after this Sunday, and that the projected ABC-TV show would be in the same general field but with a different title and approach.

NETWORK PEOPLE

L. S. Weitzman, advertising and promotion director, WABC New York, appointed ABC manager of audience promotion.

Bernard Zeidman, divisional superintendent, commercial operations dept., MBS, appointed to newly-created position, director of sales information for network.

John Frankenheimer, co-director, CBS-TV *Danger,* assigned to co-direct CBS-TV *Climax!,* succeeding **William H. Brown Jr.,** who will co-direct CBS-TV *Studio One;* **Paul Stanley,** *Studio One* staff, succeeds Mr. Frankenheimer.

"Aw, cheer up—that KRIZ Phoenix personality had to get better someday."

INTERNATIONAL

COPYRIGHT CHANGES SOUGHT BY CARTB

Canadian Assn. of Radio & Television Broadcasters, in brief to Royal Commission on Copyright, asks complete overhaul of copyright legislation and practices.

COMPLETE OVERHAUL of Canadian copyright legislation and practices to conform to today's realities was urged by the Canadian Assn. of Radio & Television Broadcasters before the Royal Commission on Copyright at Ottawa. The CARTB brief stated that a complete overhaul was needed "to protect the public interest, to reduce confusion and complexity, to reduce misunderstanding and litigation involved in the copyright field and to assist in the development of Canadian cultural and intellectual material."

The CARTB brief urged Canadian withdrawal from all international copyright conventions with exception of the Universal Convention under the United Nations, with a provision for protecting interests of Canadian composers and authors. It also urged adjusting the terms of copyright to a realistic length designed to place emphasis on reward to living composers and to make available to the public a larger pool of works. Such changes, the brief pointed out, would encourage the production and use of Canadian creative material and contribute to the development of a Canadian cultural heritage.

Copyright Identification

The CARTB brief asked for compulsory identification of copyright ownership on all recordings and sheet music, compulsory registration of copyright ownership at some convenient central place, the statutory right of "per program" licenses for performance of specified copyright items, and a clear cut statutory definition of responsibility for payment of copyright fees as between material used on networks and material used on individual broadcasting stations.

The broadcasters also suggested to the Royal Commission that there should be an advance in the date of filing of tariffs by the copyright societies so that the Copyright Appeal Board may conveniently complete its sittings in any present year for the purpose of fixing fees for the next ensuing calendar year. They suggested continuing the Copyright Appeal Board, or its equivalent, with provisions for changing its personnel and for a right to appeal.

With growth of television, the CARTB brief urged consolidation of various forms of copyright existing in any one unit of actual production or usage as a matter of practical convenience. The brief also pointed to the necessity of creating a separate right vested in radio-tv stations providing for copyright in any and all material originated or broadcast by such stations. This is to be a "broadcast right."

At hearings before the Royal Commission on Copyright in mid-February at Ottawa, the Canadian Broadcasting Corp. stated that there had been repeated instances of program piracy. The CBC asked for establishment of "broadcasters' rights," to give protection against reproduction without consent, and legislation that would make subject to copyright laws reproduction of broadcast programs into private homes by private wire or other means for commercial gain.

Samuel Rogers, Toronto copyright lawyer,

ANOTHER CITY

HEARD FROM...

"RACKET SQUAD"

IS #1 AGAIN!

Yes, in city after city, Telepulse rates Racket Squad as the #1 film show. Look:

ATLANTA	#1, with 29.6
CHICAGO	#1 after 3 weeks
DETROIT	#1, with 23.5
WASHINGTON	#1 after one month

No wonder this record-busting show boasts 90% renewals after only 9 months in syndication! First run still available in many top markets. Come on in fast, the selling's fine!

RACKET SQUAD

Produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

BMI

PROGRAM CLINICS
1955 SERIES
Broadcasters Exchange of Successful Program Ideas
planned for
RADIO PERSONNEL IN ALL DEPARTMENTS OF ALL STATIONS

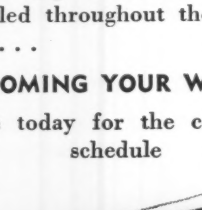
38 BMI Program Clinics have been scheduled throughout the United States . . .

COMING YOUR WAY

Write today for the complete schedule

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

NO CRYSTAL BALL



can forewarn you of
LIBEL • SLANDER
PIRACY
COPYRIGHT VIOLATION

BUT our specialized INSURANCE covers these daily hazards ADEQUATELY • INEXPENSIVELY
DON'T RISK possible embarrassing loss while protection is readily available—but DO RISK 5 minutes and 3c to write for details and a rate built for you.

WRITE FOR DETAILS AND RATES

Employers Reinsurance Corporation
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

who has appeared as counsel for the CARTB at copyright hearings in the past, said that Canada should cut her international copyright ties and slice through the confusion surrounding ownership of rights to various artistic works. He told the commission of inequities between the Canadian and United States copyright laws and stated that length of Canadian copyright protection—life of author plus 50 years—is too long.

CBC PROPOSES REDUCING BEER PROGRAM MINIMUM

Proposed change would cut to 10 minutes the minimum length of a beer or wine sponsored show. Other CBC actions: CJON-TV St. John's, not yet on the air, is granted changes in power and channel.

CANADIAN radio stations, in provinces where beer and wine advertising is permitted, will be able to use a minimum of 10-minute programs instead of the 15-minute program minimum, as a result of changes in regulations proposed by the board of governors of the Canadian Broadcasting Corp. The amendment to regulation 9 (b) followed presentation of arguments by the Quebec Assn. of Broadcasters at the CBC board meeting at Ottawa on Feb. 18 [B•T, Jan. 31]. CBC regulations at present allow only the sponsor's name to be mentioned before and after a beer or wine sponsored program.

The CBC board also recommended at its Feb. 18 meeting a new Canadian tv station to CJRS Jonquiere, Que., with 20 kw video and 10 kw audio on ch. 12. Antenna height to be 311.5 ft. above average terrain.

CJON-TV St. John's, Nfld., was granted an increase in power from 1.06 kw ot 21 kw video and 634 w to 11 kw audio and change from ch. 2 to ch. 4, with antenna to be 594 ft. above average terrain. CJON-TV is not yet on the air.

No new radio station licenses were issued, but a number of stations were permitted share transfers. Other grants included a change of corporate name for CFRA Ottawa and a change of ownership for CHUM Toronto. A change of control was denied CKTR Three Rivers, Que.

Power increases were granted to CFOR Orillia, Ont., from 1 kw to 5 kw daytime on 1570 kc, and to CKDM Dauphin, Man., from 250 w on 1230 kc to 1 kw on 1050 kc. Standby transmitter permits were granted CFGP Grande Prairie, CHUB Nanaimo, CKWX Vancouver, CKBL Matane, and CJAD Montreal.

Canada Govt. Checks Radio-Tv

A SPECIAL HOUSE of Commons Committee on Broadcasting has been appointed for 1955 by the Canadian government. Hearings will be held on operations of the Canadian Broadcasting Corp. and operation of independent radio and television stations, if procedure of recent years is to be repeated this year. A chairman has not as yet been appointed, but it is expected that Dr. Pierre Gauthier, Liberal member for Portneuf, Que., will probably head the committee. Dr. J. J. McCann, Minister of National Revenue, who has headed a number of previous radio committees, is a member of the 1955 committee. No date has been set as to when the committee will begin hearings, but it is expected to do so about mid-March.

London-Moscow Link Planned

A LONDON-MOSCOW tv microwave link, possibly for operation this year, has been discussed with Russian tv experts, Cecil McGivern, British Broadcasting Corp. tv controller, said last week before the European-Atlantic Group, an organization devoted to European unity.

If technical and diplomatic "bugs" could be exterminated, Mr. McGivern disclosed, a series of relays could be set up in Sweden, Denmark, France, England and Russia. An eventual tie-in to New York is also contemplated.

NABET Approves CBC Pact

A MAJORITY of the 784 members of the National Assn. of Broadcast Employes & Technicians has voted in favor of settlement terms negotiated between the union and the Canadian Broadcasting Corp. Final contract meetings were held at Ottawa during the week of Feb. 21. The contract terms provide for a 5% wage increase across the board retroactive to Aug. 1, and adjustment of other points including wage ceilings, promotions and holiday work. The union and CBC came to agreement on Feb. 12 following the initiative of the Canadian Dept of Labor.

Australian Tv By 1956

AUSTRALIA will have tv stations in operation by early 1956, John Clemenger Jr., head of John Clemenger Ltd., advertising agency in Melbourne and Sydney, predicted last week. Mr. Clemenger, in New York to survey American tv operations, expects to launch two commercial tv stations each in Melbourne and Sydney. Mr. Clemenger said that in addition to the commercial outlets, Melbourne and Sydney will each have a government operated outlet.

BCARBT Names Officers

MAURICE FINNERTY, CKOK Penticton, was elected president of the British Columbia Assn. of Radio & Television Broadcasters at the eighth annual meeting held at Victoria, B. C. Chuck Rudd, CHUB Nanaimo, was elected vice-president, and F. H. Elphicke, CKWX Vancouver, with Jack Pilling, CHWK Chilliwack, were elected members of the executive board.

INTERNATIONAL SHORTS

CKMO Vancouver, B. C., has changed call letters to CFUN.

CKLG North Vancouver, B. C., began operation early this month with 1 kw on 1070 kc. Bob Bowman, formerly with CFBC St. John, N. B., is manager, and John Sharpe, formerly with CKWX Vancouver, B. C., is news editor.

CBHT (TV) Halifax, N. S., is constructing new two-story building to house station, having fully-equipped 40 x 60 ft. two-camera studio, offices and technical service facilities.

RADIO-TV RECEIVE 54 FREEDOM AWARDS

Freedoms Foundation at Valley Forge cites media for their efforts on behalf of the American way of life.

RADIO and television programs were honored last week by the Freedoms Foundation at Valley Forge (Pa.) as 54 awards were passed out to stations, networks, sponsors, two packagers and various organizations. The awards, 31 going to radio and 23 to tv, were presented for contributions during 1954 to a better understanding of the American way of life.

The ceremonies, held last Tuesday at Valley Forge, were broadcast by NBC Radio. Clifford F. Hood, president of the United States Steel Corp., was keynote speaker.

Radio and television programs are two categories in the national division, which also includes, among other categories, advertising campaigns, motion pictures and public addresses.

The top award in the radio and tv groups was an encased George Washington Honor Medal. The remaining prizes were George Washington Honor Medal Awards.

Freedoms Foundation at Valley Forge was organized in 1949 as a non-political, non-profit and non-sectarian organization. The presentation last week was the sixth annual awards ceremony.

Complete listing of the radio and tv winners follows:

RADIO PROGRAMS
TOP AWARD

Standard Oil Company of California, San Francisco, Calif., for the *Standard Hour* and *Standard School Broadcast*.

Series Broadcasts

Bank of Douglas, Phoenix, Ariz., for *Sam Jones, American* on KOY Phoenix;
John Franklin, newsman, KYW Philadelphia, for *Price of Freedom* on KYW;
KFH Wichita, Kan., for *Inquiring Citizen;*
KIST Santa Barbara, Calif., for *Free Speech;*
National Broadcasting Co. in cooperation with the American Legion, Indianapolis, for *Inheritance;*
Spiritual Mobilization, Los Angeles, for *The Freedom Story;*
Sun Oil Co., Philadelphia, for *Three-Star Extra* on NBC;
WABC New York, for *Your Voice of America;*
WBGO Newark, N. J., for *Communism, 1954;*
WCAU Philadelphia, for *Career Forum;*
Wells Fargo Bank & Union Trust Co. in cooperation with the Bar Assn. of San Francisco, for *Point of Law;*
WFIL Philadelphia, for *Words That Live;*
WLS Chicago for *Prairieland, U. S. A.;*
World Broadcasting System, New York, for *Freedom Is Our Business;*
WTIC Hartford, Conn., for *Americans in Profile;*
Frederic W. Ziv Co., New York, for *Freedom, U. S. A.*

Single Broadcasts

Buffalo Board of Education, Buffalo, N. Y., for *Empire State Fm School of the Air*, "Here's to the Flag;"
Daughters of the American Revolution, Duncan, Okla., for *D. A. R. Radio Program* broadcast explaining the Constitution;
Hall Brothers Inc., Kansas City, Mo., for "Four Men of God" on *Hallmark Hall of Fame* on NBC;
The Hour of St. Francis, Los Angeles, for "Don't Blame Me" broadcast of *The Hour of St. Francis* series;
Metropolitan Life Insurance Co., New York, for *Independence Day Message for July 5, 1954;*
Bob Siegrist, news director, WEAS Decatur, Ga., for *Independence Day Commentary* on WEAS;
George E. Sokolsky, New York, for *The Thing Is Now a Laugh* on ABC;
Troop Information & Education, Department of the Army, Washington, for a special broadcast on the *Army Hour* series commemorating the 179th Anniversary of the U. S. Army (broadcast domestically by MBS);
WCNR Bloomsburg, Pa., for *The Unknown Search*, a broadcast on Armistice Day;
WGBS Miami, for its *Pledge of Allegiance* program;
WGY Schenectady, N. Y., for *Crisis In Kenishaw*, and
WTAG Worcester, Mass., for *By the Rude Bridge.*

TELEVISION PROGRAMS
TOP AWARD

America's Electric Light and Power Companies, New York, for "Resolve of Patrick Henry," on *You Are There*, CBS.

Series Telecasts

E. I. duPont de Nemours & Co., Wilmington, Del., for *Cavalcade of America* series on ABC;
National Assn. of Manufacturers, New York, for *Industry On Parade;*
WBZ-TV Boston, for *Our Believing World;*
WEWS (TV) Cleveland, for *Dorothy Fuldheim Highlights of the News;*
WHAM-TV Rochester, N. Y., for *Your Community Government;*
WTVJ (TV) Miami, for *Know Your Constitution.*

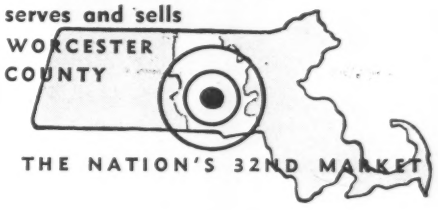
Single Telecasts

Altoona Community Chest, Altoona, Pa., for *Your Community Chest Speaks;*
American Broadcasting Co., New York, for "But for the Grace of God" one telecast of the *Open Hearing* series on ABC;
The Borden Co., New York, for "The Quiet Lie," one of the weekly *Justice* series on NBC;
Comprehensive Service Corp., New York, for "Ace of Aces," one of the *Greatest Drama* series;
Hall Brothers Inc., Kansas City, Mo., for "Miss Tracy of Mount Vernon," one of the *Hallmark Hall of Fame* series on NBC;
KING-TV Seattle, for "The Rights and Duties of the Jury System," one of the *Community Workshop* series produced in connection with the University of Washington Law School and Washington Bar Assn.;
League of Women Voters of Akron, Ohio, for *Meet the Candidate;*
National Broadcasting Co., New York, for *3 2 1 —Zero;*
Ohio Bell Telephone Co., Cleveland, for *The Price of Freedom;*
Priscilla Alden Society of the Children of the American Revolution, Temple, Tex., for *Flag Etiquette Program* on KCEN-TV;
Procter & Gamble, Cincinnati, for the "Kenneth D. Porter Story," a single telecast on the *This Is Your Life* series on NBC;
Tv-Radio Workshop Div. of the Ford Foundation, New York, for "The Man Without a Country," on *Excursion* series on NBC;
Westinghouse Electric Corp., Pittsburgh, for "Twelve Angry Men," telecast on *Studio One* series on CBS;
WBNS-TV Columbus, Ohio, for *Your Are Here*, a Columbus Day public service documentary program;
WMCT (TV) Memphis, for *Your Future Unlimited*, and
WPTZ (TV) Philadelphia, for *Day of Deliverance*, an Independence Day program.

KNBC Places Five in Poll Of Frisco Area Stations

KNBC San Francisco placed five programs and program stars in the top ten of a listener poll of San Francisco area radio stations conducted by radio-tv columnist Dwight Newton of the *San Francisco Examiner*. The top program, according to Mr. Newton's survey, was KNBC's *Morris Plan Masters of Melody*, nightly classical dinner music program featuring the KNBC staff orchestra. All winners were from San

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
579 FIFTH AVE., NEW YORK,
CAN TELL YOU MORE ABOUT
CHNS
HALIFAX NOVA SCOTIA

Essential Coverage!
UNDUPLICATED!
WWOR-TV. CH. 14
serves and sells
WORCESTER COUNTY

THE NATION'S 32ND MARKET
Now, *Over 76,000 UHF sets Receive the Best Picture on Worcester County's Only TELEVISION STATION!
* Based on December, 1954 PULSE, INC. Survey
SEE PAUL H. RAYMER CO.
WWOR-TV
1ST STATION IN NEW ENGLAND'S NO. 3 MARKET
A B C — DUMONT

Now it costs less to sell
MINNEAPOLIS ST. PAUL
Maximum power at minimum cost. Ask your H-R representative about choice availabilities.
ASK H-R
316,000 watts on Channel 9
KEYD TV
Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

Francisco except third-placing KEAR San Mateo.

The other poll winners were (2) Don Sherwood, disc m.c., KSFO; (3) classical music programming, KEAR; (4) *The Standard Hour*, KNBC; (5) Bill Weaver, program personality, KCBS; (6) *Burgie Music Box*, KNBC; (7) Doug Pledger, KNBC host-personality; (8) Mel Venter, host of KFRC *Breakfast Gang*; (9) Dean Maddox, personality, KFRC, and (10) Marjorie King, KNBC program hostess.

Fund for Republic Announces $29,000 Contest for Tv Scripts

A CONTEST for original television scripts, with a total of $29,000 in prizes to be awarded by the Fund for the Republic, has been announced by Robert M. Hutchins, president of the fund.

Contestants were invited to submit scripts of one-hour television dramas or half-hour documentaries devoted to civil liberties and to combating racial and religious discrimination. Contest closes May 31.

Top cash award in each category—dramatic and documentary—is $5,000. Other prizes totaling $19,000 will be divided between the two contests. The fund hopes to place the award-winning scripts on current tv dramatic shows.

For contest rules, authors should write to Fund for the Republic Television Awards, 1 E. 54th St., New York.

AWARD SHORTS

DuMont Television Network awarded special certificate of merit by New York Employing Printers Assn. for outstanding printing, design and production in network's Tele-Centre brochure.

Frances Harley and **Helen Patterson,** both of WAPO Chattanooga, Tenn., presented awards from 1955 Mothers' March in Chattanooga for outstanding work in March of Dimes' auction which raised $5,000.

Rolland V. Tooke, general manager, WPTZ (TV) Philadelphia, presented "Award of Merit" from Federation of Community Councils of Philadelphia for "outstanding endeavors in the field of public service."

Eugene H. Rietzke, president, Capitol Radio Engineering Institute, Washington, one of 10 persons to be presented Marconi Memorial Gold Medal of Achievement.

John M. Outler Jr., general manager, WSB-AM-FM-TV Atlanta, Ga., presented plaque from Marine Corps Reserve for stations' efforts in promoting Marine Corps Reserve activities.

129 SPONSORS

ONE-HUNDRED-TWENTY-NINE is the number of sponsors which so far have signed as participating advertisers on *Tv JigSaw Photos* on WMUR-TV Manchester, N. H., according to Norman A. Gittleson, general manager. The station expects the number of sponsors to go well over 200. Persons who have registered with a participating firm are eligible to be called by the station and asked a question about a mystery song played on the show. If they answer correctly they have a chance to identify the picture of a well-known person shown on the screen for the jackpot. Viewer response to the program has been good, Mr. Gittleson said, and sponsors are well pleased with results.

AUTOS PROMOTE WBOF

IDENTICALLY painted staff cars are being utilized as a promotion by WBOF Virginia Beach, Va. The sandstone white cars all bear the station's call letters, frequency and hometown name, as well as WBOF's "Sunshine Station" emblem. The station presently has five cars and plans to increase the number to eight. The staff, who owns the cars, drives them in all parades, civic functions and convoys in the area. WBOF reports good response including compliments from competing stations.

WFMY-TV DEDICATES NEW HOME

TWO-HOUR talent show, "The Channel 2 Revue," was staged by WFMY-TV Greensboro, N. C., to celebrate its power increase. Mayors and representatives of cities in the Piedmont area attended the event, bringing with them hometown talent representatives. The new home of the station is eight times larger than its previous housing and response since its increase has come from as far as West Virginia and South Carolina, WFMY-TV reports.

DEATH OF A MOUSE

TRAGEDY struck WTTM Trenton, N. J., when Irving, a happy mouse who made guest appearances on disc m.c. Gene Arso's midnight to 1 a.m. program, was laid in his grave. Irving had gained many fans, and listeners looked forward to his unscheduled appearances. But one night a mouse-hating switchboard operator and a baited trap proved too much for Irving's tender neck. Mr. Arso told his listeners of the sorrowful event and soon flowers and consoling calls came in. The response was surprising and mouse Irving was retrieved from a garbage can by station officials and laid in a bier fashioned from a lady's shoe box. The following morning *The Trentonian* printed the tragedy on page one. Several Philadelphia tv stations reported the story and United Press picked it up and sent it across the nation, WTTM reports.

CAN'T FIGHT 'EM, JOIN 'EM

MUTUAL promotion campaign has been started by KTTV (TV) and KBIG, both Hollywood, in which radio and tv serve each other. A series of testimonial announcements have been transcribed by stars of KTTV. The transcriptions are played each day on KBIG, featuring the KTTV personality to be seen that evening. The star invites listeners to tune KBIG for music-and-news daytime programming and dial KTTV for the featured program of the evening.

'RURAL TEACHER OF THE YEAR'

"RURAL TEACHER of the Year" award contest is being sponsored jointly by the *Prairie Farmer* (WLS Chicago) and the National Education Assn. Deadline for nominations has been set for April 30. An outstanding rural teacher will be selected from Illinois, Indiana, Michigan and Wisconsin, with the winners receiving invitations to the annual NEA conference in Chicago this June. Any man or woman who has taught one or more elementary grades in public or parochial schools is eligible for nomination by such groups as the 4-H, PTA, farm organizations and others. Blanks and rules may be obtained from Rural Teacher, *Prairie Farmer*-WLS, 1230 W. Washington Blvd., Chicago.

CJON'S PROGRAM SCHEDULES

CJON St. John's, Nfld., is supplying all travelers arriving at the St. John's airport, bus terminal and steamship port with its program schedule in order that potential listeners from other parts of Canada and the U. S. will know where and when they may hear their favorite network and transcribed shows.

WRCA-AM-TV'S MANAGERS

AS PART of the observance of Boy Scout Week, two Boy Scouts fom the New York area were designated acting general managers of WRCA-AM-TV New York on Feb. 10. The two scouts, Harold Rosenfeld of Brooklyn and Edward Shaw of Fairlawn, N. J., were taken on a tour of the various operations of the stations and they conferred with personnel in the news and special events, advertising, promotion and merchandising and radio production departments, as well as with publicity, traffic and sales employes. Hamilton Shea, NBC vice president in charge of the stations, instructed his department heads to give the temporary managers their "full cooperation."

CBC CHILDREN'S PROGRAMS

TWO NEW weekly story-telling children's programs on the Canadian Broadcasting Corp. tv network are being telecast Fridays at 5 and 5:15 p.m., respectively. The first, *Maggie Muggins,* features stories by Mary Grannan, who has had a similar radio program on the CBC Trans-Canada network. The show features two Canadian personalities, Beth Morris and John Drainie, and two puppets, operated by John and Linda Keogh. The second program at 5:15 is titled *Uncle Chicimus Tells a Story,* a puppet show, with puppeteer John Conway writing and presenting the program.

THE LATEST WCKY STORY

—of 50 KW Stations Covering the South

	Av. Nightly Audience	Class A 1 Min. Open Annct's.
WCKY	**823,530**	**$50.00**
Sta. A	819,460	75.00
Sta. B	501,090	65.00
Sta. C	293,630	70.00
Sta. D	280,300	50.00
Sta. E	208,630	50.00
Sta. F	207,500	25.00
Sta. G	184,360	30.00

Best Coverage—Lowest Cost Per Thousand

WCKY CINCINNATI

OFF on a two-week news gathering trip to Formosa is Dorothy Fuldheim, news analyst of WEWS (TV) Cleveland. Mrs. Fuldheim is sending back soundfilm reports of the Formosan situation, including interviews with U. S. and Chinese officials as wel! as WEWS area servicemen. Arrangements are being completed for an interview with Madame Chiang Kai-shek. With Mrs. Fuldheim at her WEWS-televised departure from Cleveland's Hopkins Airport are (l to r) Don Perris, WEWS publicity and promotion director; J. Harrison Hartley, station director; Cleveland's Mayor Anthony J. Celebrezze; Mrs. Fuldheim, and James C. Hanrahan, WEWS general manager.

YOUNG MUSICIANS

NBC-TV's *The Pinky Lee Show* has launched a "Prodigy Series" designed to interest children in studying music by showing young musicians of talent and accomplishment from all parts of the country. On the first telecast of the series, a 12-year-old violinist and a 10-year-old pianist each won a $100 government bond and an opportunity to appear with the California Junior Symphony.

BOB AND RAY RETURN

TO HERALD the return of Bob Elliott and Ray Goulding to WBZ-WBZA Boston-Springfield, Mass., the stations distributed two brochures to agencies and timebuyers. The first was a large heart-shaped valentine titled "Bob and Ray Love You" and included welcome home messages from all WBZ-WBZA personalities. The second brochure, "Talk Straight From the Shoulder," contains messages from Bob and Ray on their background and their new WBZ-WBZA program, which premiered Valentine's Day.

LIVE DRAMA ON WGLV (TV)

LIVE DRAMATIC production, "The Barbed Wire," was presented on WGLV (TV) Easton, Pa., the first such program in the station's history. Written, produced and directed by Tom Grant and Ensor Stoddard, with Woodrow Smith as video director, the show was a story of soldiers who fought in World War I.

FARMERS GO TO SCHOOL

FARM SERVICE department of WOW-TV Omaha, Neb., staged its Third Annual Tv Farm Short Course in which experts from nearby agricultural colleges discussed timely and pressing farm problems in a week-long series of one-hour programs for the benefit of farmers in the station's coverage area.

MERMAID AT THE BEACH

JOHN POOLE BROADCASTING Co. (KBIG Avalon, Calif.) has contracted with an air service to tow a replica of the KBIG mermaid billboard trademark along the crowded Southern California beaches this summer to publicize the station's music-and-news programming to portable radio listeners.

KBIF NEWSLETTER SERVICE

DAILY newsletter service to hotel group luncheons and service group meetings has been inaugurated by KBIF Fresno, Calif., with United Press bulletins mimeographed on printed station forms and placed at each luncheon setting in downtown Fresno. The station also has installed its UP teletype machine in a glass booth in the lobby of Fresno's Hotel Californian to enable bystanders to read the news as it is transmitted.

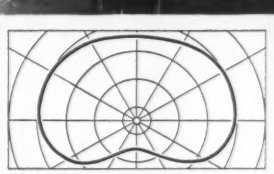
WICS (TV) STUDENT PROGRAMS

NEW RECORD releases are discussed by teenagers from the Springfield, Ill., and area high schools in a new Mon.-Wed.-Fri. program, *Platter Party*, launched by WICS (TV) there. Students also are featured on Tues.-Thurs. *Panel-Hi* program, discussing current events, social happenings, late fashions, new dance steps and school news. Businessmen from Springfield and vicinity participate in *Panel-Hi* with comments on their respective fields.

Briefing by Tv

A WHOLE COMMUNITY was indoctrinated in a five-day, 15-minute information program series by WVEC-TV Norfolk, Va., and the city of Norfolk in an unusual public service presentation. The program was conceived by the city's public relations department in conjunction with Thomas P. Chisman, WVEC-TV president, to instruct 60,000 residents of Tanners Creek, Va., who have been consolidated into the city of Norfolk, in the various operations of the city's government. Demonstrations were provided on operating procedures of various city departments such as police, fire and hospitals.

DIRECTIONAL
TV-Transmitting
ANTENNA
AMCI Type 1030



Similar to the Type 1040 Slotted-ring Antenna, but with pattern shaping members connected to alternate active rings, the Type 1030 provides a controlled pattern adjustable to service requirements. Pattern and antenna shown are of **WEAT-TV**, Channel 12, West Palm Beach, Florida.

Easy installation is an important advantage of the type 1030 Antenna. This lightweight, yet sturdy, antenna can be easily and conveniently mounted on supporting mast after mast has been erected.

Ask for Bulletin T-255

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI
ALFORD
Manufacturing Co. Inc
299 ATLANTIC AVE. BOSTON, MASS

WTTG (TV) Washington and H-R Television Inc. executives meet in Washington to discuss naming H-R as national representative of the station [B•T, Jan. 31]. L to r: seated, James W. LeBaron, Bill McRae, Dwight S. Reed and Frank M. Headley, all H-R; Leslie G. Arries Jr., WTTG general manager; George L. Griesbauer, WTTG sales manager; Coral Long, secretary to Mr. Griesbauer; John B. Soell, and Avery Gibson, both H-R. Standing, Robert J. Kochenthal, William J. Murray and Joe L. Rosenmiller, all H-R; Malcolm M. Burleson, chief engineer of WTTG; F. Victor Guidice, WTTG program manager; Richard S. Stakes, office manager of WTTG; Martin E. Calle Jr., WTTG merchandising manager; Walter B. Dunn and Frank E. Pellegrin, both H-R; Duncan Miller, WTTG publicity-promotion manager, and John Beccari of H-R.

WHBQ-AM-TV COVERS TORNADO

COVERAGE of a tornado which struck Commerce Landing, Miss., in early afternoon was provided by WHBQ-AM-TV Memphis, Tenn. A crew of four went to the scene about 30 miles away and scoured the area, taking films and pictures, with the film cameraman of the group returning at dark. The others continued to talk to survivors and take pictures, and then journeyed to a hospital where injured were undergoing treatment. With wires down, there was no telephone communication with the stations. The group hurriedly returned to WHBQ-AM-TV to meet a deadline and preparation of the material was completed four minutes before it was to be aired. The stations also provided coverage of a second tornado which struck further to the east. In cooperation with the Memphis weather bureau, bulletins were carried from midday until the "all-clear" signal at 5 p.m.

RADIO GAINS IN NEW YORK

WCBS New York is circulating a radio presentation claiming radio homes since 1946 have increased 33%—from 3,164,780 to 4,208,510—in metropolitan New York. Noting this, WCBS claims radio listening to all stations during WCBS' hours of local programming has shown an increase of 27.7% from October 1946 to October 1954, and that its share of the audience in those hours has "grown even more rapidly." The brochure also says one out of six radios made in the U. S. during the first 10 months of 1954 ended up in metropolitan New York.

WCUE BIRTHDAY PROMOTION

FIFTH ANNIVERSARY of WCUE Akron, Ohio, was celebrated Feb. 11 with a birthday party for 27 five-year-olds born the day the station went on the air. The attending children saw a cartoon show, participated in three broadcasts and received gifts. WCUE invited anyone born on Feb. 11 to register for a drawing of 10 table model radios. The station also released 900 helium-filled balloons, some containing cash certificates, and a cluster of 22 traveled 441 miles to Barneveld, N. Y., where a woman found them. She contacted WRUN-AM-FM Utica which notified WCUE. The woman failed to find a cash certificate in any of the balloons but WCUE, through WRUN, has arranged to send her a table model radio as a special prize.

ABC RADIO SUCCESS STORY

ABC Radio is circulating promotion printings of a condensed transcript of a recorded interview with Eugene Schwartz, president of Eugene Stevens Inc., New York mail order house, who has been purchasing nighttime radio against "the best television competition time" available. The quarter-hour interview is obtainable from ABC sales representatives. Along with the transcript, the network has reprinted in full a feature, "A New Success for Network Radio," published in the Jan. 31 issue of B•T, describing Mr. Schwartz' operation and how he has made a $1.98 mail order book successful via nighttime radio.

USIA PROGRAM

SIGNIFICANT achievements of Americans in "many endeavors" will be told by the U. S. Information Agency's Voice of America in a new weekly feature series, *The American Adventure,* to be translated into several languages for overseas broadcast. First of the quarter-hour series, describing the life story and ideals of Abraham Lincoln, was aired on the occasion of the Civil War President's birthday this month.

$3.2 MILLION IN SPOTS

VALUE of on-the-air spots promoting regular programs of advertisers on WMAQ-WNBQ (TV) Chicago in 1954 is pinpointed in "gift certificates" distributed by the outlets. The certificates represent a rate card value of $3,204,345 for 35,515 promotional announcements. WNBQ's total of spots was 18,524, worth $2,215,705, and WMAQ's reached 16,991, at a value of $988,640.

WBBM OFFBEAT PROGRAM

OFFBEAT material is being utilized as a format for a new program, *Standout,* on WBBM Chicago, which heralds it as the "most unusual show in radio." The program includes tape-recorded reports on hat styles in Saudi Arabia, appraisal of engagement rings and prayers in the Illinois legislature. The series is designed to cull the unusual from everyday life, combining news, fact, music, entertainment and fantasy.

Promotion 'Hit'

A RECORDING that hadn't been waxed commercially became an immediate hit in Worcester, Mass., when John Woods played it on his record show on WTAG there. The tune, a promotion disc for Walt Disney's *Davey Crockett* tv series and the type disc m.c.'s usually drop in the "circular file," caught Mr. Woods' fancy and after a single airing Worcester music stores were deluged with requests, according to the station. After finding their distributors hadn't heard of the number the dealers contacted the Disney Studios in Hollywood and received assurance that Burl Ives would have the song on wax within two weeks. Meanwhile, bandleader Archie Bleyer, who heard of the Worcester dilemma, recorded the song with Bill Hayes and sent it to Mr. Woods for premiere on the next day's 5 p.m. show. Fess Parker who sang the song on the promotion piece, also came out with a recording. WTAG says the song is the most frequently-spun record on the 5 p.m. show and predicts that if this holds true across the country, disc m.c.'s soon will be playing virtually the same recording most of them probably threw in the waste basket.

GATES

Your One Source For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 9-9441

WOW-AM-TV Omaha, Neb., inaugurates its "newsmobile" with a call by Nebraska's Gov. Victor Anderson (at phone) to Gov. Leo Hoegh of Iowa. News director Ray Clark (c) and news editor Jim McGaffin stand next to the vehicle which is equipped with remote broadcasting and recording equipment, photo lights, emergency power units and police and fire radio receivers.

KEX VALENTINE CONTEST

DISC M.C. contest was staged by KEX Portland, Ore., to see which of three disc m.c.'s (Bob Blackburn, Moon Mullins and Barney Keep) would receive the most valentines from listeners. Mr. Keep was the winner and the three men combined received over 6,000 valentines. The valentines included cookies, cakes, dolls, original oil paintings, decorated jewel boxes, mouse traps, 900 losing dog race tickets and a drinking mug saying "you're the mug for me." KEX is donating the valentines to a children's home.

WTRY COVERS EXPLOSION

WHEN Hank Maloy, assistant news editor of WTRY Albany, N. Y., heard an explosion near his home, he hurried to the scene of a demolished residence, and within 15 minutes relayed the first bulletin to the station. Utilizing the station's telephone tape recorder system, Mr. Maloy gave listeners an on-the-spot account of the accident, with details supplied from neighbors, police and firemen. His story was completed before the residents of the home had been taken to the hospital and the full wrap-up was aired over WTRY one hour after the explosion.

KMBC-TV CONTEST

A 1955 DODGE was given away by KMBC-TV Kansas City as grand prize in the station's contest in which viewers completed in 25 words or less "My Favorite Ch. 9 Nighttime Program Is . . ." Entries were received from 107 counties in Kansas and Missouri, as well as from Iowa, Nebraska, Illinois and Oklahoma. The winning entry was selected for originality, uniqueness and aptness of thought.

'JALOPY'

ON *Jalopy*, a program on WDEF-TV Chattanooga, Tenn., the show opens with emcee Dave Andrews, his singers and daily guest chugging in a jalopy cutout through a miniature hillside set complete with sponsor billboards. *Jalopy* emphasizes music and informality with the unusual and surprise element employed to keep viewers off balance.

Station Authorizations, Applications
(As Compiled by B • T)

February 17 through February 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Jan. 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,674	525	126
CPs on air	12	20	†317
CPs not on air	101	10	130
Total on air	2,686	545	443
Total authorized	2,787	555	573
Applications in hearing	137	2	167
New station requests	174	5	19
New station bids in hearing	76	0	151
Facilities change requests	137	8	38
Total applications pending	696	67	220
Licenses deleted in Jan.	1	8	0
CPs deleted in Jan.	0	0	7

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through Feb. 23

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,702	2,696	114	175	78
Fm	543	525	28	8	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	273	317	592[1]
Educational	16	18	34

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	301	111	412
Noncommercial on air	8	3	11

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	952	337	736	534	1,271[3]
Educational	57		29	28	57[3]
Total	1,009	337	765	562	1,328[4]

[1] One hundred-twenty-seven CPs (26 vhf, 101 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 34 already granted.
[4] Includes 627 already granted.

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS

Twin Falls, Idaho—Magic Valley Tv Corp., uhf ch. 13 (210-216 mc); ERP 12.4 kw visual, 6.2 kw aural; antenna height above average terrain 588 ft., above ground 218 ft. Estimated construction cost $86,374, first year operating cost $92,000, revenue $125,000. Post office address 709 Idaho St., Boise. Studio and transmitter location Flat Top Butte, 4.75 miles E. of Jerome, Idaho. Geographic coordinates 42° 43' 48" N. Lat., 114° 24' 52" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer H. W. Toedtmeler, Boise. Principals include KIDO Inc. (60%), operator of KIDO-AM-TV Boise; Radio Bcstg. Corp. of Idaho (40%), operator of KTVI-AM-FM Twin Falls; Pres. **George M. Davidson;** pres. 90.6% owner of KIDO; Vice Pres. **Florence M. Gardner,** pres. of KTVI and 18.2% stockholder KESI-AM-FM Pocatello, Idaho, and Sec.-Treas. **Walter E. Wagstaff,** vice pres.-9.3% stockholder KIDO. Filed Feb. 18.

Reno, Nev.—Nevada Telecasting Corp., vhf ch. 4 (66-72 mc); ERP 27.5 kw visual, 16.5 kw aural; antenna height above average terrain —322.3 ft., above ground 245 ft. Estimated construction cost $195,039, first year operating cost $192,000, revenue $220,000. Post office address Mapes Hotel, Reno. Studio and transmitter location First & Virginia, Reno. Geographic coordinates 39° 31' 27" N. Lat., 119° 48' 42" W. Long. Transmitter and antenna RCA. Legal counsel Clyde C. Sherwood, San Francisco, Calif., Consulting engineer James R. Bird, Oroville, Calif. Principals include Pres. **Robert C. Fish** (100%), Fresno real estate investor and refrigeration business; Vice Pres. **A. Lawrence Tuma,** securities dealer; Sec.-Treas. **Eldon E. Cory,** accountant and sec.-treas. of KAKI (TV) Visalia, Calif.

Bismarck, N. D.—North Dakota Bcstg. Co. (KXJB-TV Valley City, KCJB-AM-TV Minot, N. D.), vhf ch. 12 (204-210 mc); ERP 13.3 kw visual, 6.65 kw aural; antenna height above average terrain 311.5 ft., above ground 279 ft. Estimated construction cost $49,550, first year operating cost $36,000, revenue $60,000. Post office address % John W. Boler, Box 32, Fargo, N. D. Studio and transmitter location State Capitol

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

Bldg., Bismarck, N. D. Geographic coordinates 46° 49' 45" N. Lat., 100° 46' 55" W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Lloyd R. Amoo, Valley City, N. D. Principals include Pres. **John W. Boler**, pres.-gen. manager-majority stockholder Jamestown Bcstg. Co., licensee of KSJB Jamestown, N. D.; Sec. **John Hjellum**, attorney, and Jamestown Bcstg. Co. (61%). The proposed station will operate as a satellite of KXJB-TV Valley City, N. D. Filed Feb. 16.

Existing Tv Stations . . .

ACTIONS BY FCC

KFAR-TV Fairbanks, Alaska—Midnight Sun Bcstg. Co. granted STA to operate commercially on ch. 2 for the period ending July 14. Granted Feb. 15; announced Feb. 23.

KTVF (TV) Fairbanks, Alaska—Southern Tv Inc. granted STA to operate commercially on ch. 11 for the period ending Aug. 29. Granted Feb. 15; announced Feb. 23.

WAIM-TV Anderson, S. C.—Wilton E. Hall granted mod. of CP for ch. 40 to change ERP to 170 kw visual, 93.3 kw aural; antenna height above average terrain 380 ft. Granted Feb. 14; announced Feb. 23.

WFRV-TV Green Bay, Wis.—Valley Telecasting Co. granted mod. of CP for ch. 5 to change ERP to 50 kw aural; antenna height above average terrain 470 ft. Granted Feb. 23.

New Am Stations . . .

ACTIONS BY FCC

Oxnard, Calif.—Oxnard Bcstg. Corp. granted 910 kc, 1 kw daytime, directional. Post office address % Paul R. Schneider, Box 989. Estimated construction cost $27,529, first year operating cost $40,200, revenue $48,000. Principals include Pres. **Paul R. Schneider** (50%) and Vice Pres. **James W. Clopp** (50%). Both are engineers with U. S. Navy. Granted Feb. 23.

Sarasota, Fla.—M. R. Lankford d/b as The Tradewinds Bcstg. Co. granted 1220 kc, 250 w daytime, directional. Post office address P. O. Box 8, Princeton, Ind. Estimated construction cost $28,540, first year operating cost $36,000, revenue $48,000. Mr. Lankford is owner of WRAY Princeton, Ind., and pres.-majority stockholder WRAY-TV there. Granted Feb. 23.

Paris, Ky.—D. C. Stephens tr/as Paris Bcstg. Co. granted 1440 kc, 1 kw daytime. Post office address D. C. Stephens, Prestonburg, Ky. Estimated construction cost $20,806, first year operating cost $26,260, revenue $32,500. Mr. Stephens is owner of WPRT Prestonburg, Ky. Granted Feb. 23.

Sulphur, La.—James A. West Jr., Elgie M. Risinger, Delvin R. White d/b as Southern Bcstg. Co. granted 1310 kc, 500 w daytime, directional. Post office address % J. A. West, 102 East Elm St., El Dorado, Ark. Estimated construction cost $22,721, first year operating cost $32,400, revenue $42,000. Principals in general partnership include **J. A. West Jr.**, 1/3 partner KDMS El Dorado; **E. M. Risinger**, dept. store employe, and **D. H. White**, student at radio school. Granted Feb. 23.

Oxford, Miss.—E. O. Roden, W. I. Dove and G. A. Pribbenow d/b as Ole Miss Bcstg. Co. granted 1420 kc, 1 kw daytime. Post office address % E. O. Roden, Box 352, Booneville, Miss. Estimated construction cost $14,725, first year operating cost $22,000, revenue $35,000. Principals in general partnership include **E. O. Roden** (50%), owner WBIP Booneville, Miss., 30% owner WTUP Tupelo, Miss., 62% owner of Union News Inc., newspaper in Jasper, Ala., and owner of Booneville Printing Co., newspaper; **W. L. Dove** (17%), 40% owner WTUP and 36% owner Union News Inc., and **G. A. Pribbenow** (33%). Applicants have identical partnership interest in WAZF Yazoo City, Miss. Granted Feb. 16.

West Warwick, R. I.—W. Paul Oury granted 1450 kc, 250 w unlimited. Post office address 557 Potowomut Rd., East Greenwich, R. I. Estimated construction cost $18,103, first year operating cost $35,000, revenue $50,000. Mr. Oury deals in real estate and is former owner of WERI Westerly, R. I. Granted Feb. 16.

APPLICATIONS

Jasper, Fla.—John A. Boling, 1450 kc, 250 w unlimited. Post office address GX Box 5791, 5944 Ft. Caroline Rd., Jacksonville, Fla. Estimated construction cost $8,800 first year operating cost $15,600, revenue $24,000. Mr. Boling is 60% stockholder WDUV Jacksonville, Fla., and is former owner of WNER Live Oak, Fla. Filed Feb. 10.

Savannah, Ga.—S. Q. Hanna tr/as The Savannah Bcstg. Co., 1280 kc, 1 kw daytime. Post office address Box 23, Saltillo, Tenn. Estimated construction cost $19,822, first year operating cost $32,000, revenue $40,000. Mr. Hanna is retail merchant and land owner. Filed Feb. 15.

Edenton, N. C.—Colonial Bcstg. Co., 1260 kc, 1 kw daytime. Post office address % William E. Johnston, 101 Chamberlain St., Raleigh, N. C. Estimated construction cost $29,422, first year operating cost $22,000, revenue $25,700. Principals include Pres. **Ray A. Childers** (23%), announcer WNAO-AM-FM Raleigh; Vice Pres. **N. A. Dunn III** (27%), service stations owner; Sec.-Treas. **William E. Johnston** (25%), production director WNAO-AM-FM, and **W. D. Ward** (25%) WNAO-AM-FM employee. Filed Feb. 17.

Anacortes, Wash.—C. H. Fisher & Edna E. Fisher d/b as Skagit Bcstg. Co., 1340 kc, 250 w unlimited. Post office address % C. H. Fisher, 904 Commercial Ave., Anacortes. Estimated construction cost $18,500, first year operating cost $45,000, revenue $50,000. Principals in equal partnership are **C. H. Fisher**, owner of KIHR Hood River, and 1/3 owner KVAL-TV Eugene, Ore., and his wife **Edna E. Fisher**. Mr. & Mrs. Fisher are equal partners in applications for new am stations at The Dalles, Gresham and Pendleton, all Ore. Filed Feb. 17.

Existing Am Stations . . .

ACTIONS BY FCC

WESM Pocomoke City, Md.—Walter F. Harris Jr. granted mod. of CP to change studio and transmitter locations to State Hwy. 366, 0.4 mile from intersection of new U. S. Hwy. 13. Granted Feb. 14; announced Feb. 23.

KDUZ Hutchinson, Minn.—McLeod County Bcstg. Co. granted permission to sign-off at 6:30 p.m. CST, during the months April through August, 1955. Granted Feb. 17; announced Feb. 23.

KSGM Ste. Genevieve, Mo.—Donze Enterprises Inc. granted CP to change from utilizing directional day and night to directional night only on 980 kc 500 w unlimited. Granted Feb. 16.

KXOL Ft. Worth, Tex.—Ft. Worth Bcstg. Co. granted CP to change daytime power from 1 kw to 5 kw using present power of 1 kw night on 1360 kc, directional night. Granted Feb. 16.

WTRW Two Rivers, Wis.—Two Rivers Bcstg. Co. granted permission to sign-off at 5:30 p.m. daily during March through September, 1955. Granted Feb. 17; announced Feb. 23.

APPLICATIONS

KFAR Fairbanks, Alaska—Midnight Sun Bcstg. Co. seeks CP to change from 610 kc 5 kw to 660 kc 10 kw. Filed Feb. 18.

WTRP La Grange, Ga.—R. C. Freeman, W. C. Crew & B. H. Hurst d/b as Chattahoochee Bcstg. Co. seek CP to change from 500 w to 1 kw on 620 kc. Filed Feb. 17.

WWNS Statesboro, Ga.—Robert H. Thompson Sr. seeks CP to change from 1490 kc to 1240 kc. Filed Feb. 18.

WCEF Parkersburg, W. Va.—Clarence E. Franklin seeks CP to change from 250 w to 1 kw on 1050 kc. Filed Feb. 15.

Existing Fm Stations . . .

STATIONS DELETED

KENO-FM Las Vegas, Nev.—Nevada Bcstg. Co. granted request to cancel license for fm station on ch. 280. Deleted Feb. 18; announced Feb. 23.

KRXX-FM Rexburg, Pa.—Snake River Radio & Tv Co. granted request to cancel license of fm station on ch. 229. Deleted Feb. 15; announced Feb. 23.

Ownership Changes . . .

ACTIONS BY FCC

WSFA-AM-TV Montgomery, Ala.—Montgomery Bcstg. Co. granted transfer of control and assignment of license to WKY Radiophone Co., licensee of WKY-AM-TV Oklahoma City for $568,588. Principals in WKY Radiophone include **E. K. Gaylord**, president Oklahoma Pub. Co., president; **P. A. Sugg**, director Oklahoma Pub. Co., executive vice president; **Edward L. Gaylord**, vice president-treasurer Oklahoma Pub. Co., secretary-treasurer. Oklahoma Pub. Co. publishes *Daily Oklahoman*, *Oklahoma City Times* and *Farmer-Stockman*, owns 99.7%. Granted Feb. 16.

KYOS Merced, Calif.—C. O. Chatterton & Glenn E. McCormick d/b as KYOS granted voluntary assignment of license to corporation KYOS Inc. Messrs. Chatterton and McCormick each will own 50% interest. Granted Feb. 17; announced Feb. 23.

KRDG Redding, Calif.—I. J. Schwartz, Stephen George & J. Matranga d/b as Capitol Radio Enterprises granted assignment of CP to Charles W. Cole, Jack W. Garibaldi & Howard Martinez, d/b as M & C Bcstrs. for $947.79. Principals include **Jack V. Garibaldi** (5%), hotel auditor; **Charles W. Cole** (85%), and **Howard Martinez** (10%), engineer at KBIF Sanger, Calif., and 1/3 owner of bid for new am station at Auburn, Calif. Granted Feb. 23.

KVON Napa, Calif.—Gibson Radio & Pub. Co. granted voluntary assignment of license to Oliver Fort Pearson for $45,000. Mr. Pearson is freelance radio-tv announcer and producer. Granted Feb. 16.

KOBK Owatonna, Minn.—Owatonna Bcstg. Co. granted voluntary transfer of control to Harry Burlow Jr. through purchase of 726 shares of stock from Myles H. Johns for $10,890. Mr. Burlow will now own 87.6% interest. Granted Feb. 23.

WSRC Durham, N. C.—J. C. Greene Jr. & R. H. Whitesides d/b as Southern Radiocasting Co. granted voluntary assignment of license to John C. Greene Jr. through termination of partnership and splitting of assets. Mr. Whitesides receives WKMT Kings Mountain, N. C. Granted Feb. 23.

WAAA Winston-Salem, N. C. — Community Bcstg. Service Inc. granted voluntary assignment of license to Camel City Bcstg. Corp. for $100,000. Principals include Pres. **Ronald B. Woodyard** (52.8%), pres.-27.7% owner Skyland Bcstg. Co., operator of WONE-WIFE (TV) Dayton, and pres.-50% owner of WTVQ (TV) Pittsburgh; Vice Pres. **Louis G. Froelich** (24%), vice pres.-0.4% owner Skyland Bcstg.; Gen. Mgr. **Charles B. Daly** (7.2%), program director of Skyland Bcstg.; Sec. **Dorothy Tatum** (4%); **M. W. Martin** (10%), real estate, and **Charles J. Thornquest** (2%), vice pres.-0.4% owner of Skyland Bcstg. Granted Feb. 16.

WKMT Kings Mountain, N. C.—J. C. Greene Jr. & R. H. Whitesides d/b as Southern Radiocasting Co. granted assignment of license to R. H. Whitesides through termination of partnership and splitting of assets. Mr. Greene receives WSRC Durham, N. C. Granted Feb. 23.

WOHP Bellefontaine, Ohio—Lake Erie Bcstg. Corp. granted voluntary acquisition of control by both Theodore M. Nelson and David S. Gifford through transfer to corporation to W. P. Shannon of 30 shares of stock. Granted Feb. 16.

WBSC Bennettsville, S. C.—Bennettsville Bcstg. Co. granted voluntary assignment to Atlantic Coast Life Ins. Co. for $110,000. Principals include Pres. **Y. W. Scarsborough Sr.**; Vice Pres. **Y. W. Scarsborough Jr.**, and Sec. **R. R. Scarborough**. Granted Feb. 23.

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WFPD Darlington, S. C.—Frank A. Hull granted assignment of CP to Blue Ridge Bcstg. Co. for $2,400. Blue Ridge is licensee of WSNW Seneca, WBAW Barnwell, both South Carolina, and WGGA Gainesville, Ga. Granted Feb. 16.

WHDM McKenzie, Tenn.—Tri-County Bcstg. Co. granted transfer of control from Michael R. Freeland and associates for $50,000 to Earl S. and Gladys Nolting. Granted Feb. 16.

WFRV-TV Green Bay, Wis.—Valley Telecasting Co. granted transfer of control from Clayton Ewing and associates to Neenah-Menasha Bcstg. Co., operator of ch. 42 WNAM-TV Neenah-Menasha, Wis. Transfer results from merger of the two stations with ch. 5 WFRV-TV to be operated with WNAM-TV to be discontinued. Granted Feb. 23.

WPFP Park Falls, Wis.—M. & N. Bcstg. Co. granted voluntary assignment of license to Eugene A. Halker and Gordon F. Schluter d/b as Northland Bcstg. Co. for $35,000. Principals in general partnership are **Eugene A. Halker** (50%), general manager of WPFP, and **Gordon F. Schluter** (50%), manager of local store. Granted Feb. 23.

APPLICATIONS

KTYL-AM-FM Mesa, Ariz.—Harkins Bcstg. Inc. seeks voluntary transfer of control to Dwight Harkins through purchase of approximately 53% interest from estate of Harry L. Nace Jr. for $55,785. Mr. Harkins, general manager of KTYL, will now own approximately 90% interest. Filed Feb. 17.

KSFE Needles, Calif.—B. J. Fitzpatrick & L. A. Newsome Jr. d/b as Needles Bcstg. Co. seek voluntary assignment of license to B. J. Fitzpatrick tr/as Needles Bcstg. Co. through purchase of 50% interest from Mr. Newsome for $4,000. Filed Feb. 18.

WDEL-TV Wilmington, Del.—WDEL Inc. seeks transfer of control to Paul F. Harron through sale of all stock for $3.7 million. Mr. Harron is owner of WIBG-AM-FM Philadelphia. Filed Feb. 15.

WINK-AM-TV Ft. Myers, Fla.—Ft. Myers Bcstg. Co. seeks voluntary transfer of control to Edward J. McBride & Arthur B. McBride Jr. through purchase by parent company, United Garage & Service Corp., of 50% interest from estate of Daniel Sherby. The McBrides will each now own 50% interest. Filed Feb. 15.

KJAY Topeka, Kan.—S. H. Patterson seeks voluntary assignment of license to Robert Rohrs for $105,000. Mr. Rohrs is salesman for KOA Denver. Filed Feb. 15.

WKTM Mayfield, Ky.—Mayfield Bcstg. Co. seeks voluntary assignment of license to Michael R. Freeland & John M. Latham d/b as Ky. Bcstg. Co. for $27,000. Principals in partnership include **M. R. Freeland** (75%), former half-owner of WHDM McKenzie, Tenn., and **John M. Latham** (25%), salesman at WKTM. Filed Feb. 18.

KCNI Broken Bow, Neb.—Custer County Bcstg. Co. seeks involuntary transfer of control (60.5%) to Georgia A. Crawford, executrix of the estate of Bud Crawford, deceased. Filed Feb. 15.

WENT Gloversville, N. Y.—Sacandaga Bcstg. Corp. seeks voluntary assignment of license to WENT Bcstg. Co. for $85,000. Principals include Pres. **Arthur C. Lloyd Jr.** (1.7%), general manager WENT; Vice Pres. **Eileen J. Tobin** (1.7%), and Treas. **Joseph H. Tobin** (96.6%), former half-owner of WESX Salem, Mass. Filed Feb. 18.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc. seeks relinquishment of control by Southwestern Sales Corp. through sale of 12% of voting stock to Harold C. Stuart. Mr. Stuart is son-in-law of W. G. Skelley, owner of Southwestern Sales, who retains 30.8% interest. Filed Feb. 17.

KRBC-AM-TV Abilene, Tex.—Lewis J. Ackers, Sybil Ackers, Dale Ackers & Jack Andrews d/b as Abilene Radio & Tv Co. seek voluntary assignment to corporation. Principals will each retain 25% interest. Filed Feb. 17.

KOPP Ogden, Utah—KOPP Inc. seeks voluntary transfer of control to M. B. Scott Inc. through purchase of all stock from C. Stanley Brewer, S. B. Bunker and Earl Lemon for $46,000. M. B. Scott Inc., Los Angeles radio-advertising agency, is owned by M. B. Scott Jr. Filed Feb. 17.

KFDR Grand Coulee, Wash.—Columbia River Bcstrs. Inc. seeks voluntary assignment of license to Ralph A. Nachtman for $18,000. Mr. Nachtman is sales manager of KFDR. Filed Feb. 17.

Hearing Cases . . .

FINAL DECISION

Shreveport, La.—New tv, ch. 3. FCC announced its decision granting construction permit to KTBS Inc. for new tv station on ch. 3 in Shreveport, La., and denying competing application of International Bcstg. Corp.; denied motion by International to strike exceptions of the Chief Broadcast Bureau. Commissioner Lee dissented. Action Feb. 16; announced Feb. 18.

INITIAL DECISION

Richmond, Va.—New tv, ch. 12. FCC hearing examiner H. Gifford Irion issued initial decision looking toward grant of the application of Richmond Television Corp. for construction permit for new tv station on ch. 12 in Richmond, Va., with waiver of Section 3.613 of Commission rules to permit main studio location outside of the city limits, and denial of the competing application of Richmond Newspapers Inc. Action Feb. 21.

OTHER ACTIONS

KFAR Fairbanks, Alaska, Midnight Sun Bcstg. Co.—FCC, on its own motion, extended to May 31 special service authority to operate on 660 kc with 10 kw, U, pending action on application for such operation on a permanent basis; dismissed as moot application BSSA-267. Action Feb. 23.

KEAR San Mateo, Calif.—FCC suspended for 60 days first-class operator licenses of two radio operators for unauthorized shutting down of station. [See B•T, Feb. 21]. Action Feb. 16.

KPIX (TV) San Francisco, Calif.—FCC by interim report suspended three radiotelephone first class operator licenses of three station radio operators for 90 days as result of inquiry concerning equipment damage and tampering. [See B•T, Feb. 21]. Action Feb. 16.

WAVZ New Haven, Conn.—FCC by order denied petition of WAVZ New Haven, Conn., for reconsideration of Commission Order of Nov. 17 enlarging issues in hearing involving am applications of WAVZ and Key Bcstg. System; also denied petition of Key to dismiss WAVZ application. Action Feb. 23.

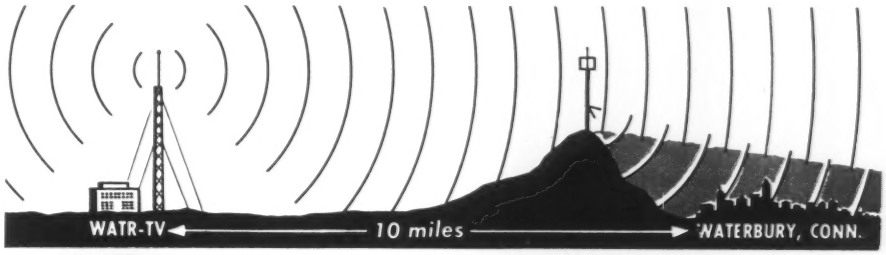
Daytime Skywave-Clear Channel Proceeding—FCC by memorandum opinion and order denied petition of the Clear Channel Bcstg. Service filed Jan. 5, requesting that the Commission reconsider its Report and Order of Dec. 3 amending Section 3.25(a) of the rules to permit assignment of Class II stations operating unlimited time in Alaska, Hawaii, Virgin Islands and Puerto Rico on frequencies assigned to U. S. clear channel stations, and stay the effectiveness of said Report pending termination of the Bilateral Radio Conference between representatives of the United States and Mexican governments in the clear channel and daytime skywave proceedings. Action Feb. 23.

WMAL-WGMS Washington, D. C.—FCC by memorandum opinion and order dismissed protest by WMAL Washington, D. C., against grant on Dec. 22 of the application of The Good Music Station Inc. to change facilities of WGMS Washington, D. C., on 570 kc from 1 kw, D, to 5 kw D, 1 kw-N, U, Bethesda, Md., employing a different directional antenna pattern for day and nighttime operation, and to relocate transmitter and antenna site from Falls Church, Va., to Bethesda, Md., but modified the Dec. 22 order to include an additional engineering condition. Action Feb. 16.

Fm Allocation—FCC by order, effective immediately, amended the Revised Tentative Allocation Plan for Class B fm stations, by adding ch. 236 to Chambersburg, Pa., and ch. 248 to Winchester, Va., and deleting ch. 236 from Winchester and ch. 235 from Harrisburg, Pa. Action Feb. 23.

Fm Proposed Rule Making—FCC invites comments on or before March 18 to proposed rule making to amend the Revised Tentative Allocation Plan for class B fm stations to assign ch. 299 to Norton, Va., and delete ch. 298 at Bluefield, W. Va. Action Feb. 16.

WOI Ames, Iowa, Iowa State College of Agricultural & Mechanical Arts—FCC designated for hearing on April 5 application for SSA to operate additional hours from 6 a.m. to local sunrise CST with 1 kw, and made station KFI Los Angeles



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and the Chief Broadcast Bureau parties to the proceeding; and on its own motion, pending final decision in hearing, the Commission authorized station WOI to operate additional hours from 6 a.m. to local sunrise CST with 1 kw. Action Feb. 23.

Biloxi, Miss.—Ch. 13 proceeding. FCC by memorandum opinion and order reopened the record in the proceeding involving competing applications of Radio Associates Inc. and WLOX Bcstg. Co. for new tv station on ch. 13 in Biloxi, Miss., and remanded the proceeding to the examiner for the introduction of evidence on matters set out in the memorandum opinion and ordered issuance thereafter of new initial decision. Action Feb. 23.

WNYC New York, N. Y., City of New York Municipal Bcstg. System—FCC, on its own motion, pending final decision in hearing scheduled for April 18 on SSA, authorized station WNYC to operate additional hours from 6 a.m. EST to local sunrise in New York City and from local sunset in Minneapolis to 10 p.m. EST. Action Feb. 23.

WTHT (TV) Wilmington, N. C.—Wilmington Tv Corp. FCC designated for hearing on March 18 application for extension of time in which to construct tv station on ch. 3. Comr. Hennock dissented. Action Feb. 16.

Lawton, Okla.—FCC by order granted petition of Chief Broadcast Bureau and dismissed the applications of Phil Bird and Lawton Bcstg. Co., each for a new am station on 1600 kc, 1 kw, unlimited time, in Lawton, Okla., because of violation of Sect. 3.28(c)—"10% rule." Action Feb. 23.

WWSW Pittsburgh, Pa.—FCC by memorandum opinion and order dismissed protest by WWSW Pittsburgh, Pa., against Commission's action of Dec. 22 granting without hearing the application of WATH Athens, Ohio, to change facilities from 1540 kc, 1 kw, D to 970 kc, 1 kw, D. Action Feb. 16.

Mayaguez, P. R.—FCC designated for consolidated hearing on April 13 applications of El Mudo Inc., Ponce De Leon Bcstg. Co. and Supreme Bcstg. Co. for new tv station on ch. 3 in Mayaguez. Action Feb. 23.

Shared Use of 2900-3246 mc—FCC by order finalized its proposal in Docket 11235 and amended Parts 2 and 5 of its rules, effective March 25, to regularize the shared use of the radiolocation band 2900-3246 mc by educational stations operating in the Experimental (Research) Service for instructing and demonstrating microwave techniques. Action Feb. 23.

Routine Roundup . . .

February 17 Decisions

BROADCAST ACTIONS

By the Commission en banc

McFarland Letter

KNAC-TV Fort Smith Ark., American Tv Co.—Is being advised that application for assignment of CP (ch. 5) to Southwestern Pub. Co. (BAPCT-136), and mod. of CP for extension of time to construct (BMPCT-2757), indicate necessity of a hearing.

Wilkes-Barre, Pa., Richard G. Evans—Is being advised that application for a new Class B fm station, ch. 277 (103.3 mc.), ERP 3.1 kw; antenna height 975 ft. (BPH-1991), indicates necessity of a hearing. Comr. Hyde voted for a grant.

February 18 Applications

ACCEPTED FOR FILING

Modification of CP

WICH Norwich, Conn., Eastern Conn. Bcstg. Co.—Mod. of CP (BP-9232) which authorized change frequency and power; install DA-1 and new transmitter and change studio location for extension of completion date (BMP-6775).

License for CP

WRUM Rumford, Me., Rumford Bcstg. Co.—License to cover CP (BP-9429) as mod. which authorized change frequency, increase power, change hours of operation, install a new transmitter and change transmitter and studio locations (BL-5628).

Modification of CP

WNIA Cheektowaga N. Y., Gordon P. Brown tr/as Niagara Bcstg. System—Mod. of CP (BP-8766) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6773).

WHAT Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BP-9034) as mod. which authorized change in transmitter and studio locations; side mount fm antenna on am tower and change type of transmitter for extension of completion date (BMP-6774).

Renewal of License

WBCO Bessemer, Ala., The Bessemer Bcstg. Co.—Resubmitted (BR-2446).

WAGF Dothan, Ala., Dothan Bcstg. Co.—(BR-812).

WJBB Haleyville, Ala., Haleyville Bcstg. Co.—Resubmitted (BR-2277).

WWWR Russellville, Ala., Bankhead Bcstg. Co.—(BR-2302).

WJRD Tuscaloosa, Ala., Wilhelmina Q. (Doss) Echols—Resubmitted (BR-899).

WCLS Columbus, Ga., Muscogee Bcstg. Co.—(BR-3066).

WMLT Dublin, Ga., Dublin Bcstg. Co.—(BR-1207).

WMRE Monroe, Ga., Walton Bcstg. Co.—(BR-2938).

WROM Rome, Ga., Coosa Valley Radio Co.—(BR-1523).

WJAT Swainsboro, Ga., Jack A. Thompson and Nancy M. Thompson—(BR-2432).

WPAX Thomasville, Ga., H. Wimpy—Resubmitted (BR-784).

Renewal of License Returned

WRPB Warner Robins, Ga., Warner Robins Bcstg. Co.

WCET (TV) Cincinnati, Ohio, The Greater Cincinnati Television Educational Foundation—License to cover CP (BPET-26) as mod. which authorized new educational tv broadcast station (BLET-1).

February 21 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Chief Broadcast Bureau—Granted petition for extension of time to and including March 17 in which to file exceptions to initial decision re application of The Jet Bcstg. Co. for new am station in Erie, Pa. (Docket 10732) (Action of Feb. 17).

Bristol, Tenn., Tri-Cities Television Corp.—Granted petition for an extension of time to and including March 21 in which to file exceptions to initial decision in re applications for ch. 5 (Dockets 10879-80) (Action taken Feb. 16).

By Hearing Examiner William G. Butts on Feb. 18

WAVZ New Haven, Conn., WAVZ Bcstg. Corp.—Granted request to make changes in the transcript of the record in proceeding re am applications (Dockets 10379, 11014).

By Hearing Examiner J. D. Bond on Feb. 17

The hearing examiner, on his own motion, continued the further hearing conference scheduled for Feb. 21 to March 21, in re applications of The Toledo Blade Co., et al., for ch. 11 in Toledo, Ohio (Dockets 11084 et al.).

By Hearing Examiner Basil P. Cooper on Feb. 18

Ordered that the date for filing proposed affirmative findings in re applications of Indianapolis Bcstg. Inc., et al., for ch. 13 in Indianapolis, Ind., is extended from Feb. 18 to Feb. 23; and ordered that a conference with the attorneys will be held Feb. 28.

By Hearing Examiner Annie Neal Huntting on Feb. 16

Newburyport, Mass., Theodore Feinstein—Granted motion for continuance of hearing from Feb. 21 to April 22, in re CP for new am station (Docket 11141).

By Hearing Examiner H. Gifford Irion on Feb. 18

Upon oral request of all applicants in ch. 7 proceeding, Buffalo, N. Y. (Great Lakes Television Inc., et al.—Dockets 10968 et al.), ordered that the further hearing be continued from March 1 to March 30.

February 21 Applications

ACCEPTED FOR FILING

Modification of CP

KBAM Longview, Wash., W. Gordon Allen and John Truhan d/b as Althru Bcstg. Co.—Mod. of CP (BP-9140) which authorized new standard broadcast station for extension of completion date (BMP-6776).

Renewal of License Returned

WCEH Hawkinsville, Ga., Tri-County Bcstg. Co.—Signed by general manager (BR-2773).

License for CP

KPOJ-FM Portland, Ore., KPOJ Inc.—License to cover CP (BPH-2009) which authorized changes in licensed station (BLH-1032).

Modification of CP

WINA-FM Charlottesville, Va., Charlottesville Bcstg. Corp.—Mod. of CP (BPH-1946) which authorized new fm station for extension completion date (BMPH-4981).

KUSH (TV) San Diego, Calif., Elliott L. Cushman—Mod. of CP (BPCT-1769) as mod. which authorized new tv station to extend completion date to 10-23-55 (BMPCT-2862).

WLBC-TV Muncie, Ind., Tri-City Radio Corp.—Mod. of CP (BPCT-789) as mod. which authorized new tv station to extend completion date to 6-1-55 (BMPCT-2854).

WTVM (TV) Muskegon, Mich., Versluis Radio and Television Inc.—Mod. of CP (BPCT-1208) as mod. which authorized new tv station to extend completion date (BMPCT-2865).

WKJF-TV Pittsburgh, Pa., Agnes J. Reeves Greer—Mod. of CP (BPCT-1834) as mod. which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2863).

KLTV (TV) Tyler, Tex., Lucille Ross Lansing—Mod. of CP (BPCT-1205) as mod. which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2869).

WTOW Towson, Md., Suburban Time Mart, Francis J. Matrangola and Harry J. Daly—Mod. of CP (BP-9223) which authorized new standard broadcast station for extension of completion date (BMP-6778).

WKAB-TV Mobile, Ala., Pursley Bcstg. Service Inc.—Mod. of CP (BPCT-988) as mod. which authorized new tv station to extend completion date to 7-15-55 (BMPCT-2871).

WFBM-TV Indianapolis, Ind., Consolidated Television & Radio Bcstrs. Inc.—Mod. of CP (BPCT-807) as mod. which authorized changes in facilities of existing tv station to extend completion date to 8-1-55 (BMPCT-2874).

WSEE (TV) Erie, Pa., Great Lakes Television Co.—Mod. of CP (BPCT-1286) as mod. which authorized new tv station to extend completion date to 9-6-55 (BMPCT-2872).

WHP-TV Harrisburg, Pa., WHP Inc.—Mod. of CP (BPCT-192) as mod. which authorized new tv station to extend completion date (BMPCT-2875).

KMID-TV Midland, Tex., Midessa Television Co.—Mod. of CP (BPCT-1716) as mod. which authorized new tv station to extend completion date to 7-1-55 (BMPCT-2870).

Renewal of License

WETO Gadsden, Ala., Gadsden Radio Co.—Resubmitted (BR-2564).

(Continued on page 109)

Top Southern Property

$115,000.00

A rare opportunity for energetic operator to get oldest fulltime top network facility in southern section near Gulf Coast. Outstanding gross with good profits. Excellent equipment and studios.

Appraisals • Negotiations • Financing

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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*** 1953 ARB Projected Readership Survey**

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Sales manager who can sell as well as direct salesmen for California major network station, medium market. Submit sales record, references that will stand investigation. Excellent opportunity for producer. Box 389G, B•T.

Commercial Manager: If you have proven sales record and can sell and direct sales staff, have excellent opportunity, midwest. Salary, commission, plus percentage of profit. Also stock opportunity and management to right man. Need immediately. Box 426G, B•T.

Sales manager with record of successful selling and square shooting tactics can make connection with modern music-news independent that will be better in many respects than part ownership. No freeloaders but generous income potential and high degree of selling freedom in highest income-per-family city in state. Wayne M. Nelson, WPET, Greensboro, N. C.

Salesmen

Florida—experienced man, draw **against 15%** Box 661F, B•T.

Wanted: Salesman or woman. Big pay, large percentage. Write Box 847F, B•T.

Salesman—unusual opportunity for live wire men to sell radio and television advertising. Must be above average in ability, have car and be willing to travel extensively. If you are satisfied earning less than $12,000 a year do not apply. Box 256G, B•T.

Experienced salesman and play-by-play sportscaster. Exceptionally good deal net. affiliate, single station market. Details first letter. Box 341G, B•T.

Minnesota regional station needs time salesman. Interested in man able to announce play-by-play sports. Salary plus commission. Box 349G, B•T.

LOOKING AROUND?

EXECUTIVE & STAFF LEVELS CONFIDENTIAL CONTACT NATIONWIDE SERVICE

It's simple prudence to utilize a skilled personnel specialist when selecting employes or when seeking a new position.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio . . . Howard S. Frazier.

It is a confidential service . . . identities of principals being withheld until preliminaries are completed.

Whether you are looking for a top executive, or want to change jobs, investigate with complete confidence our service for managerial, sales, programming, engineering and all staff positions.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Iowa . . . Established radio-tv network station will add one radio and one tv salesman to present happy, prosperous sales staffs. Send complete information in first letter. Box 351G, B•T.

Salesman for daytimer in Illinois. Will consider announcer or copywriter who would like to branch out into sales and management. Car necessary. Good market. Good station. Good pay. Box 378G, B•T.

Salesman wanted—Income can be salary plus commission, or draw against commission—excellent market—liberal allowance for expenses for interview. Box 447G, B•T.

Television or radio. Radio sales experience necessary. Excellent opportunity for able salesman with successful radio-television operation in important Michigan market. Protected list of accounts, ideal working conditions. Income based on commission, however, we will pay salary up to six months and not charge it back against commission. Write in confidence. Box 456G, B•T.

Salesman with imagination for major southeastern market. Aggressive operation. Top network. Guaranteed draw. Competitive but good market. Our staff advised of this ad. Box 490G, B•T.

Opportunity for good salesman, midwest, high potential, write Box 499G, B•T.

Wanted immediately—Mature, experienced radio salesman by long established, top-prestige 5000 watt network affiliate. 100,000 plus, north central market. Only tv competition uhf. You inherit good line accounts. $5,200 draw. Can make $8 to $10,000 with unlimited opportunity. If you want something solid and can deliver, write Box 513G, B•T.

Salesman — excellent opportunity, percentage based on volume—up to 30%. Contact Manager, KASI, Ames, Iowa.

Help Wanted: Sales opening at WCLG(Morgantown, W. Va. Draw against 15% commission. Personal interview necessary. Include full details of experience, etc., in first letter. Send to C. Leslie Golliday, WEPM, Martinsburg, W. Va.

Experienced radio salesman by established regional NBC affiliate. Familiar with southeast preferred. Guarantee, commission. Send complete details and picture, first letter. Manager, WIS, Radio, Columbia, S. C.

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Amusing DJ—Natural add-libber. Fast flowing, informal, slang delivery. Actor. Great Lakes, Pa., N. Y., Ohio area. Single. Box 362G, B•T.

Wanted, combination announcer-first phone . . . accent announcing. Hard work, terrific possibilities. 500 watt western Pennsylvania. Send tape, resume. Box 465G, B•T.

We want a live one! Entertaining air salesman who can sell everyone. Must have ability to do a job that needs fresh approach. Family man desirable. State age, experience. Send tape. Salary open. Liberal benefits for right man. Illinois kilowatt in industrial-farm center. Box 485G, B•T.

250 watter in southwest wants ambitious young announcer. Minimum previous experience required but good radio voice and intelligent reading is a must. Good spot for young man of undiscovered ability who wants further training to go higher. Can learn all phases of radio while here. $1.00 per hour with plenty of overtime at $1.50. If intelligent and industrious, send audition and complete information to Box 493G, B•T.

RADIO

Help Wanted—(Cont'd)

Help wanted: 50 kw station looking for mail pull DJ with rural small station background. No city slickers need apply. Send tape, background, first letter. Box 517G, B•T.

Needed soon: Two top-notch announcer-deejays. Emphasis on popular music and friendly ad-lib type commercial delivery. Must be experienced. Only best need apply. Top salary—best working conditions. Hunting and fishing paradise. Radio Station KBOY, Medford, Oregon.

Experienced announcer needed for morning shift. Radio KCOL, Fort Collins, Colorado.

Staff announcer for Kansas top ranking NBC affiliate. Experienced man preferred but will consider others. Good starting wage with hospitalization insurance and other benefits. Rush full particulars, references and audition to Jerry Fahrenbruch, KVGB, Great Bend, Kansas.

Announcer, specializing local news. $70. Send tape, photo, WGTC, Greenville, North Carolina.

Wanted! A really good announcer! Starting pay is $110.00 a week. If you are a far above average announcer, interested in a lifetime position, please send your tape to: Richard F. Lewis, Jr., Radio Station WINC, Winchester, Virginia.

1kw independent has opening for experienced announcer-engineer with first ticket who can shoulder station manager's job. Good pay, liberal working conditions, marvelous opportunity for advancement to good worker. Replies confidential. Send to James Hilderbrand, WTIM, Taylorville, Illinois.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWBG, Bowling Green, Ohio.

Technical

Beginner, 1st engineer to learn entire station operation. Midwest. Box 374G, B•T.

Need chief engineer who can do some announcing. Announcing and engineering must be good. If you are a good combo man and ambitious to become chief apply at once. All new equipment, good pay. Pleasant working conditions. Box 504G, B•T.

Wanted immediately, experienced first phone combo man, able to take over as chief engineer. Good salary for sober, cooperative man with announcing ability. WHIT, New Bern, N. C.

Production-Programming, Others

Girl Friday, bright, young . . . Good opportunity . . . small friendly western Pennsylvania town. Send tape, resume. Box 466G, B•T.

Outstanding Carolina station is seeking radio experience and talented woman to serve as traffic, continuity and woman's program director. Excellent opportunity and top pay. Send full information. WBBO, Forest City, N. C.

Situations Wanted

Managerial

Sales manager or sales-minded station manager available immediately. Background of thorough experience. Outstanding record in personal sales and supervision. Mid-forties, married, stable. Out of radio past few years, now seek return to am field with established station where sound, aggressive (not pressure) production will mean good earnings, congenial surroundings. Go anywhere but interested only in long haul. Box 340G, B•T.

Young manager, presently employed with 1st engineering license desires greater opportunity in south only. Family with children. Proven ability to sell. Good civic worker. Box 442G, B•T.

Manager or sales manager, excellent background, experience and references. Available about May 1. Prefer west or southwest. Box 455G, B•T.

Manager or sales manager experienced in all phases of am operations, ability to construct station or put new life into your present operation. Know net or indie, small town or metropolitan. Money making ideas. Box 467G, B•T.

Manager—experienced. 24 years radio and tv. Now available. Excellent references. Box 498G, B•T.

Looking for manager with dynamic punch, who prefers independent operation? Past association, top west coast independents netting 45%. Married—prefer 100,000 population or smaller—and competition—10 years experience, all phases. Box 488G, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced manager available. This man was scheduled to manage one of my new properties but due to change in plans of this organization, this man is available for any good offer. Experienced all phases—12 years proven record. Let me give you the full story. Write or call Frank A. Michalak, President, Radio Station WOIC, Columbia, South Carolina. Telephone 6-1551.

Salesman

Salesman who can use excellent PD or sports background if desired. Seek permanent Florida or N.E. radio or tv. Box 399G, B•T.

Aggressive salesman seeks a lively am or tv time selling position. Experience rate card—spot sales. Young, personable, single. Will locate. Box 446G, B•T.

Experienced salesman. Excellent references. Married. Seeking improvement in progressive station. Box 501G, B•T.

Announcers

Versatile announcer, some DJ experience, newscasting, writing comercials, available immediately. Box 227G, B•T.

Baseball announcer, 7 years experience, excellent voice, finest of references. Box 266G, B•T.

Sportscaster—will be available for baseball season. Currently employed. Box 345G, B•T.

DJ-sports, play-by-play, 2 years experience, 28, vet, married, employed, reliable. Box 358G, B•T.

Experienced announcer—salesman—desires permanent position in northwest. Married, vet, 3rd ticket. Present employer best reference. Box 366G, B•T.

Announcer—salesman. 4 years experience, married. Would like opportunity to grow with Canadian station. Box 367G, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 412G, B•T.

Staff-sports announcer, four years play-by-play football, basketball, baseball. Have been buried in small town. Please dig me out. Tape, photo, sent immediately. Box 425G, B•T.

Announcer, DJ, versatile, sincere, 6 years radio, 1 year tv experience, director, MC. Box 440G, B•T.

Good play-by-play. 5 years experience. A or AA baseball with college football and basektball tie-in. Former athlete; excellent background and references. Box 441G, B•T.

Announcer—4 years am and 2 years tv background. Promise top job on news, sports show, commercial accounts—either am or tv. Would like directing experience also. Some regional station background. 24 years old, draft exempt, married with family. Box 444G, B•T.

Announcer—deejay, employed, seeking job with future, married, veteran, will travel, tape. Box 445G, B•T.

Announcer—mature voice, DJ, commercials, news. Air force vet., sales background, recent grad, 28, single, will travel. Box 448G, B•T.

Announcer — disc jockey — personality. Seven years experience. Married, sober, dependable. No floater. Currently employed with top ratings. Desire larger market. Will travel. Box 452G, B•T.

Announcer, negro DJ, commercials, news. Experience light. Conscientious, 3rd ticket. Tape available. Box 454G, B•T.

Staff announcer—DJ—strong news. Relaxed commercial. Prefer New England. Box 461G, B•T.

Ex-Brooklyn farmhand desires minor league play-by-play, one year's experience, 29, single, college, excellent salesman. Box 473G, B•T.

Announcer, DJ, news and sports, would like work with station offering opportunity for advancement. Florida area preferred. Approximately year's experience with 1kw network affiliate. Now employed. Married. Box 474G, B•T.

Staff announcer seeking position, very ambitious, 1 year experience. Box 475G, B•T.

Experienced announcer—program director. Presently employed. Excellent references. Preferably south. Box 477G, B•T.

Staff announcer: Presently employed south, wishes to relocate northeast or west. Married, one child. Box 479G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, first class licensee, good voice, neat appearance, experienced, reliable. Box 487G, B•T.

Announcer—3 years experience. Seeks permanent position in east. 1st phone. Tape. Box 489G, B•T.

Natural experienced announcer. Employed midwest major market. College graduate, midwest major market. College graduate, married, veteran. News, DJ, all phases. Box 495G, B•T.

Offering good tenor-baritone voice for opportunity on radio. Recent radio school graduate. Married, vet. Box 498G, B•T.

Experienced sports announcer that sells the sponsor's product and covers the sport desires baseball position. Six years play-by-play with proven results. Box 500G, B•T.

Florida only. Young, unmarried announcer with car wants place in the sun. Four years varied experience with two Georgia's top local stations. Prefer local news, but will consider other offers. Tape and information on request. Box 502G, B•T.

Announcer, 6 years experience, young, energetic, wants to move up. Presently employed. Desires job with station in N. C. or Va. Box 505G, B•T.

Announcer. Looking for staff opening with small station. Fully qualified in all phases of radio. Available immediately. Box 506G, B•T.

Writer-idea man. Strong on commercial copy writing. Experience. Resume. Box 507G, B•T.

Staff announcer. All phases of radio. Strong on continuity writing. Box 508G, B•T.

Staff announcer—smooth pleasant delivery, strong news, good commercials, unique friendly DJ style, also play-by-play, industrious, dependable, tape, resume available. Box 509G, B•T.

Announcer—experience light, authoritative news—excellent commercial delivery. Flowing informal DJ, sports, dramatics, veteran, travel, tape. Box 510G, B•T.

Staff announcer—good news, DJ, write—sell commercials—tape tells. Box 511G, B•T.

Top rated DJ, announcer desires change to program minded station. Now doing top music show. 5 years experience. Smooth delivery, no gimmicks. If you have a DJ vacancy, write Box 515G, B•T.

Experienced DJ, including all-night show—news—works. Own board—1st. Call Nightingale 5-7839. Paul Davis, 1656 East 19th Street, Brooklyn 7, N. Y.

Staff announcer, 25, married, veteran, strong news, DJ. Opportunity more important than salary. Walt Dimaria, 14 North Washington Street, Tarrytown, New York. After 5 p.m. TA 4-0068.

Play-by-play sportscaster—baseball, football and basketball. DJ, newscaster—four years experience. Resume and tape on request. Hal Harris, 450 Grand Street, New York 2, N. Y.

Staff announcer. Veteran, 26, Good news, commercial. DJ. Tape. Resume. Available after March 31. Sid Mills, 708 73rd Street, North Bergen, N. J.

Staff announcer, emphasis, news, commercials, DJ. Graduate Midwestern Broadcasting School. College grad., single. Tape and resume on request. Walter Piasecki, 2219 N. Parkside, Chicago, Illinois.

Staff: Well versed all phases (top voice). Will travel, tape on request. Contact Allen Richards, 67-40, 110th Street, Forest Hills, L. I., N. Y. Call Blvd. 8-2510.

Staff or newsman, 30, excellent voice, three years experience, wishes relocation quality station, city over 25,000 east of Michigan. Background: Three years N. Y. daily; public relations. Married. Completing radio-television M.A. Personal audition for good prospect. Leonard Sharpe, 119 E. Elm, Albion, Michigan.

Announcer with first. Three years net. and indie experience in all phases including sales. Family and car. Permanent position desired. Lee Small, 2055 Grand Concourse, Bronx 53, New York. Call from six p.m., LUdlow 4-2077.

RADIO

Situations Wanted—(Cont'd)

Top-flight announcer, chief engineer, salesman, now employed as such with ideas to sell. Unusually successful present position but seeking advancement. Married, children, good health, habits, character. California, Arizona preferred. 405 Fifth, S.E., Childress, Texas. Phone 7-3100.

Staff announcers, board trained. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Technical

Engineer-chief engineer, ready to settle down. Wants permanent position. Experienced in am-fm, construction, remote control. Prefer Florida, or east coast. Write Box 346G, B•T.

Engineer; Single, white, age 24. Junior college education, have 1st class ticket, free to travel. Box 423G, B•T.

First phone—two years experience am and fm, studio and transmitter. Available immediately. Am, fm or tv operation. Box 458G, B•T.

Chief engineer with several years experience would like position in Great Lakes area. Construction, maintenance and other phases of broadcasting. Also knowledge of television. Immediately. Box 494G, B•T.

5 years experience, am, fm, tv, all phases. 1st phone. East coast preferred. Box 503G, B•T.

Available immediately. Ten years am, one year television transmitter experience. First phone, car, 30, single. $60 minimum. Write: Engineer, 206 Furman Street, Syracuse 5, New York. Phone 75-8913.

(Continued on next page)

HELP!

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They are not "specialists", but have been thoroughly trained by professionals for a combination of jobs, using standard commercial equipment in our studios.

- **Announcers** (Tv & Radio)
- **Camera Men**
- **Continuity Writers** (Tv & Radio)
- **Floor Men**
- **Salesmen**
- **Sales Service Men**
- **Traffic Assistants** (Tv & Radio)
- **Film Editors**
- **Projectionists**
- **Artists** (Comm. lettering & Design)

Remember, our service is FREE. We are *not* an employment agency. We simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write, wire, or call John Birrel, Placement Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

with schools in

HOLLYWOOD • CHICAGO • PORTLAND

RADIO

Situations Wanted

Production-Programming, Others

Seven years experience all phases radio-tv production. College graduate, announcer, PD, tv director, publicity, continuity, news. $80 to start. Box 450G, B•T.

Current newsman—major market. Desires return staff. Veteran, married, college. Box 496G, B•T.

Newsman with wide local experience seeks advancement. Veteran, married with child. Box 514G, B•T.

TELEVISION

Help Wanted

Technical

Studio technical personnel for television and radio operation in a midwestern metropolitan market. Good starting salary with periodic increases. Very best equipment and excellent employee relationship. State education, experience, draft classification, and provide a snapshot. Reply Box 453G, B•T.

Engineer: First class, vhf opening with medium size station in upper midwest. State all qualifications and enclose picture with application. Box 481G, B•T.

Production-Programming, Others

A large midwestern television station has opening for an experienced film director. Send resume and photo to Box 512G, B•T.

Situations Wanted

Managerial

Manager or assistant. 25 years radio and tv. Family man. References. Box 469G, B•T.

Salesmen

Tv salesman—now employed—seeks opportunity in Florida tv. Am experience. Young, family man, references. Looking for permanent position. No hot shot, just good salesman. Box 462G, B•T.

Announcer

Six years television broadcasting experience. Hollywood award winning news cameraman. Resume and references. Box 472G, B•T.

4 years radio—1 year tv—29, family man. Tv-announcer-director. Radio—former program director, production manager, morning man, announcer. Bass baritone voice. Radio or tv. Box 497G, B•T.

Technical

Engineer: 1st ticket, experienced, operation—maintenance am-fm-tv. Accept radio or tv. Immediately available. Box 281G, B•T.

Tv engineer desires supervisory position. Five years experience in all phases xmtr, studio and remote operation and maintenance plus one year am xmtr. Have done construction. Excellent references. Box 459G, B•T.

Am/tv engineer, 4 years network tv and radio, 10 electronic. All phases, studio, transmitter, combo. Desire permanent position. Box 470G, B•T.

Production-Programming, Others

News director—tv-radio—unusual background, best references, experienced. All details on request. Box 274G, B•T.

Top-rated, sponsored newscaster—colorful, distinctive. Enterprising, mature news-sense; intelligent appearance; Thoroughly Experienced; Awards; Highest references; SDX, RTNDA; ex-newspaperman; B.S.; Now ND 50 kw net. Want tv news! Box 370G, B•T.

3 years tv experience . . . film editor, cameraman, video-switcher, director, production manager. Confident . . . willing to accept probationary period. Resume available. Box 451G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Producer-director, thoroughly experienced all phases tv production-programming, currently employed in highly successful market, desires relocation as production manager. Ambitious, capable, best references. Box 464G, B•T.

Director—extensive university, dramatic and technical training. Impressive executive assistant background to contribute including FCC procedure, station construction, programming and engineering. Wishes to return to production. Has not called shot in two years. Single, 31, inexpensive . . . relatively, that is. Box 480G, B•T.

Cameraman—2 years experience. Video, audio, floor manager, some directing. Desires position leading to production. Box 482G, B•T.

Television production experience in major midwest market. Relocate—resume, recommendations, references. Box 486G, B•T.

May dynamic director, instrumental in organizing two stations, help you? Box 491G, B•T.

Tv film editor, 1 year experience, excellent film and tv background. Single, vet, 27. Al Calvin, 3020 South Hoover Street, Los Angeles 7, California.

Artist, well experienced in all kinds of lettering, wants place in tv art department in central California. H. Carter, 1708 Marie, Antioch, California.

Film director — editor — photographer. Experienced, 15 months film director, 9 months television director, 10 months film editor-photographer, motion picture experience. Will relocate. Excellent references. Elliott Weisman, 28 Kibbe Street, Hartford, Connecticut.

Film director with complete equipment for editing and tv filming, including SOF. Four years experience in color and B&W motion picture production, five in television. Details on request. Box 2404, New Orleans, La.

For Sale

Stations

1kw daytime exclusive eastern market. Independent. $10,000 down. Box 476G, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

RCA 5-DX 5000 watt am transmitter, 1941 model, perfect condition, with operating and FCC spare tubes, new crystals, your frequency, packed, F.O.B. Indiana, delivery in April, $8,500. Box 478G, B•T.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 492G, B•T.

G.E. 250 watt fm transmitter, frequency-modulation monitor, 2 bay antenna, 165 ft. self-supported, insulated lighted Blaw-Knox tower. First reasonable offer accepted for all or part. KENO, Las Vegas, Nevada.

1 Magnecord PT-7-P amplifier with carrying case. New, never used or removed from original carton. $400. Write or wire The Voice of the Andes, Talcottville, Conn.

For sale: Complete 16" recording equipment—Rek-O-Kut. M-5 mechanism model V turn table. 15 watt hi-fi recording amplifier. Hays Music Company, Hays, Kansas.

Custom built am broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unattended operation. Fritz Bauer, 1500 S. Fairway Terrace, Springfield, Missouri.

Wanted to Buy

Stations

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment Etc.

Wanted: 500 feet, 1⅝" air-dielectric co-ax; 500 feet 4 inch copper ground strap; 4300 feet of ⅞ inch air-dielectric co-ax sampling line; 110,000 feet number 10 soft drawn copper wire (approx. 3400 lb.). RCA WY-2 field intensity meter. Contact Chief Engineer, WCOJ, Coastesville, Pa., 2100.

Instruction

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Cledge Roberts would like to hear from friends and former students. Write 1229 Madison Avenue, New York City.

RADIO

Help Wanted

Salesmen

SALESMAN

Dominate Midwest AM-TV operation, in one of the first twenty markets, forming separate sales staffs, has opening for aggressive local salesman selling radio only. Man chosen must have solid sales background with major network affiliate or hard-hitting independent.

Good starting salary plus commission, company-paid life insurance and profit-sharing plan. Job offers potential of $12,500 a year or better to top man. Write immediately, including photo to

Box 443G, B•T

STRUCTURAL STEEL SALES ENGINEER

A nationally known manufacturer of steel products has opportune opening in sales for the right man. The man we want must be a graduate structural engineer or its equivalent. He should be between 35 and 45 years of age and have at least five (5) years experience in selling radio, television, and transmission towers or similar fabricated products. He must have a proven successful sales record. The products he will sell are nationally advertised and his opportunities are unlimited. Salary open, commensurate with experience and ability. All replies will be held in strictest confidence. Send complete resume to:

Box 471G, B•T.

SALESMAN

Great financial opportunity for the guy with ideas and solid selling punch at one of Baltimore's major radio stations. Send details and photograph to Director of Sales, WFBR, Baltimore.

RADIO

Situations Wanted

Managerial

SOMEWHERE

there is a TV or Radio station owner planning eventual retirement who wants energetic, experienced, reliable candidate for general management duties.

I offer:

- 10 years experience all phases radio, TV, except engineer. 9 as manager.
- Proven sales and sales management record.
- Creative imagination, showmanship, salted with common sense.
- Fine background civic achievement.
- Desire for hard, challenging work.
- Excellent references.

College graduate. 40. Married, family. Employed. 10th year same organization. Family ownership situation stymies future. All inquiries answered promptly in strictest confidence.

Box 449G, B•T.

Announcers

TOP DISC JOCKEY PERSONALITY

With nationally known station whose call letters you would recognize instantly looking for a change. When first assigned present show, time slot held FIFTH position; it now holds highest station rating and is FIRST and SECOND in highly competitive eastern market of well over a million. Have a waiting list of sponsors long enough to choke a mule. Can build a large, loyal audience and sell, sell, sell. Have reached the ceiling in present position, but offer best references from present employer. Look good on TV. Major metropolitan markets only, please.

Box 463G, B•T.

TELEVISION

Help Wanted

Salesmen

WANTED

TV SALESMEN

WFRV-TV, Green Bay, Ch. 5, 100 KW station seeks experienced TV salesmen, one to be local sales manager. Write WFRV-TV, Bellin Building, Green Bay, Wis. On the air this spring. Tell all.

Situations Wanted

Technical

TV TECHNICAL DIRECTOR-SUPERVISOR

Major New York Network Experience All Phases Technical Operations. Excellent Network Reputation. Chief Engineers Qualifications. Will Relocate.

Box 484G, B•T

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

LOOKING FOR A PROMOTION MAN NEIGHBOR

. . . The kind that you can hardly get no more. Well then . . . here I am. Have solid background of am and tv experience in major markets. Currently in established VHF operation. Be happy to send resume and samples, references and the like . . . or just talk. Please write, neighbor.

Box 516G, B•T

FOR SALE

Equipment

TV TOWER

369 FT—IDECO B2 heavy-duty, three leg, self-supporting. Now supporting 3 bay, channel 2. TV antenna and 4 bay HD FM Pylon. Perfect condition. Will sell on location, a real bargain.

Contact

William E. Neill

WFMY-TV

Greensboro, N. C.

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.

Portland 11 Oregon

Wanted to Buy

Stations

WANT TO BUY RADIO STATION

With annual net income in excess of $25,000 after taxes.

Principals only.

Box 460G, B•T

Equipment

WANTED

One used Camera Chain, preferably DuMont. Need additional studio TV equipment. Contact Lloyd R. Amoo, Station KXJB-TV, Valley City, North Dakota. Phone 1500.

WANTED

Bound volumes of Billboard, Variety and Broadcasting (1935-1954) for research on history of entertainment industry. Write giving dates of issues and price. Suite 1301, 347 Madison Ave., New York 17, N. Y.

Employment Services

RADIO & TV PERSONNEL

We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at our fingertips for you!

CAREER BUILDERS Agency

Marjorie Witty, Director, Radio-TV Div.

35 West 53rd St., New York 19 • PL 7-6385

FOR THE RECORD

(Continued from page 104)

February 23 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 18

Remote Control

The following stations were granted authority to operate transmitters by remote control: KWHN Fort Smith, Ark.; WHLI Hempstead, N. Y.; WDBQ Dubuque, Iowa; KSTB Breckenridge, Tex.

KMPC Los Angeles, Calif., KMPC, The Station of the Stars—Granted authority, as mod., to modulate KMPC's transmitter by the use of subaudible tones below 40 cycles (25 and 35) applied to the broadcast station's carrier at approx. 20% modulation, in order to test a Civil Defense alerting Unit for the city of Los Angeles, for a period ending 6-30-55.

Modification of CP

KOKE El Paso, Tex., Trinity Bcstg. Corp.—Granted extension of completion date to 8-18-55.

Actions of Feb. 17

Granted License

WMCW Harvard, Ill., Esther Blodgett—Granted license for am broadcast station; 1600 kc, 500 w, D (BL-5621).

WDEH Sweetwater, Tenn., The Harriman Bcstg. Co.—Granted license for am broadcast station; 800 kc, 500 w, D (BL-5625).

KATZ St. Louis, Mo., St. Louis Bcstg. Co.—Granted license for am broadcast station; 1600 kc, 1 kw, D (BL-5587).

KONE Reno, Nev., Magowan, Jones and Harford—Granted license for am broadcast station; 1450 kc, 250 w, U (BL-5616).

WPFA Pensacola, Fla., Charles W. Lamar Jr.—Granted license for am broadcast station; 790 kc, 1 kw, D (BL-5622).

WJAK Jackson, Tenn., Jackson Bcstg. Co.—Granted license for am broadcast station; 1460 kc, 1 kw, D (BL-5559).

Actions of Feb. 15

Granted License

WHLM Bloomsburg, Pa., Bloom Radio—Granted license covering change of facilities, hours of operation, installation of new DA for day and night (DA-2) and change transmitter location; 550 kc, 500 w-DA-2, U, condition (BL-5613).

WFIG Sumter, S. C., Radio Station WFIG Inc.—Granted license covering change of facilities, installation of DA for day and night use (DA-2), change type transmitter and transmitter location; condition; 1290 kc, 1 kw, DA-2, U (BL-5609).

WWWB Jasper, Ala., Bankhead Bcstg. Co.—Granted license covering change of facilities, hours of opeation and installation of a new transmitter; 1360 kc, 1 kw, D (BL-5606).

Modification of CP

The following were granted extensions of completion dates as shown: WBLK-TV Clarksburg, W. Va., to 8-28-55, condition; WGEM-FM Quincy, Ill., to 7-1-55; KRWC Forest Grove, Ore., to 6-1-55.

Actions of Feb. 14

Granted License

WLAM-TV Lewiston, Me., Lewiston-Auburn Bcstg. Corp.—Granted license for tv broadcast station (BLCT-237). (Channel 17.)

Modification of CP

The following were granted extensions of completion dates as shown: WNOK-TV Columbia, S. C., to 8-28-55; WKOW-TV Madison, Wis., to 8-17-55; WNHC-TV New Haven, Conn., to 8-28-55; WHYN-TV Springfield, Mass., to 8-28-55; WBTW (TV) Florence, S. C., to 4-15-55; WSYR-TV Syracuse, N. Y., to 7-5-55; WFTG London, Ky., to 5-1-55.

Action of Feb. 11

Remote Control

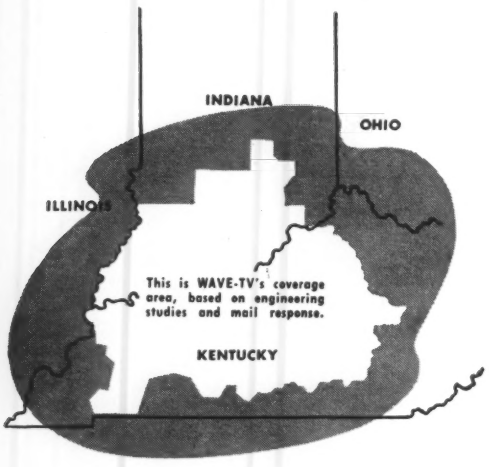
WMSL Decatur, Ala., Tennessee Valley Radio and Tv Corp.—Granted authority to operate transmitter by remote control.

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period: WLBE Leesburg, Fla.; WTIL Mayaguez, P. R.; WBOY Tarpon Springs, Fla.



POLLING?

If you'd like to do a really significant opinion poll on TV in Kentucky and Southern Indiana—

ASK YOUR REGIONAL DISTRIBUTORS!

Pick up your telephone, now, and ask the people who know. Call all your distributors within a hundred miles of Louisville. Ask them this point-blank question:

"What Louisville television station do you and your neighbors prefer?"

This simple little survey will renew your faith in polls. Try it and see.

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES

Exclusive National Representatives

TELESTATUS

February 28, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,320
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
WTVY (9) Young; 7/2/54-Unknown (granted STA Jan. 28)

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 45,200
►WSFA-TV (12) NBC; Headley-Reed

Munford†—
►WEDM (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 116,370

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 116,370
►KPHO-TV (5) CBS, DuM; Katz; 116,370
KTVK (3) ABC; Weed; 6/10/54-3/1/55 (granted STA Feb. 7)

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 36,013
►KVOA-TV (4) ABC, NBC; Raymer; 36,013

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,132

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 97,581
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000

►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 49,812

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,000

Fresno—
KBID-TV (63) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 2,013,564
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 2,013,564

New Tv Stations

The following tv stations are the newest to start regular programming:

WFLA-TV Tampa, Fla. (ch. 8), Feb. 21.

KTVF (TV) Fairbanks, Alaska (ch. 11), Feb. 17.

Total stations on air in U. S. and possessions: 423; total cities with stations on air: 282. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 35,727,442.
*** Indicates educational stations.**
† Cities NOT interconnected to receive network service.
(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 421,917; WGR-TV, 388,803.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,-544 on July 10, 1952.
(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.
(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].
(e) WNAM-TV Neenah, Wis., has suspended operations pending merger with WFRV-TV Green Bay.

. . . keeps viewers tuned to

KMJ·TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC and CBS affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.

RATINGS KMJ-TV carries 20 out of the 25 top-rated nighttime programs in the Fresno area (ARB report, Oct. '54).

COLOR KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

► KHJ-TV (9) DuM; H-R; 2,013,564
► KNXT (2) CBS; CBS Spot Sls.; 2,013,564
► KRCA (4) NBC; NBC Spot Sls.; 2,013,564
► KTLA (5) Raymer; 2,013,564
► KTTV (11) Blair; 2,013,564
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC; Weed; 127,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) CBS, ABC; H-R; 9/29/54-3/20/55
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 290,000
► KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53—Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
► KGO-TV (7) ABC; Petry; 1,059,055
► KPIX (5) CBS; Katz; 1,059,055
► KRON-TV (4) NBC; Free & Peters; 1,059,055
► KSAN-TV (32) McGillvra; 200,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
► KOVR (13) DuM; Blair; 1,054,000
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
► KRDO-TV (13) NBC; McGillvra; 38,000
Denver—
► KBTV (9) ABC; Free & Peters; 273,069
► KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
► KLZ-TV (7) CBS; Katz; 273,069
► KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
► KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 8,600
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299
New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 899,957
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
► WTTG (5) DuM; H-R; 631,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 11,726
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 373,904
WOBS-TV (30) Stars National; 8/12/53-Spring '55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 301,000
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 70,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa†—
► WFLA-TV (8) NBC; Blair
WTVT (13) CBS; Avery-Knodel; 9/2/54-4/1/55
West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 225,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,430
► WQXI-TV (36) 22,517
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 132,121
► WRDW-TV (12) CBS; Headley-Reed; 131,444
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 83,559
► WRBL-TV (4) CBS; Hollingbery; 90,384
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 90,058
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 150,990
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 58,312
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 43,200
► KIDO-TV (7) ABC, NBC; Blair; 37,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 32,018
Lewiston†—
Lewiston Tv Co. (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 151,534
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 226,337
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,024
► WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
► WTTV (4) NBC, DuM; Meeker; 606,450 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139
Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 524,710
► WTTV (4) See Bloomington
Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 101,000
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 147,287
Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 289,940
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 259,300
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) NBC, DuM; Pearson; 22,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 127,812
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,833
► KVTV (9) ABC, CBS, DuM; Katz; 137,035
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 140,763

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 199,012
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz, 86,587
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 414,493
Wichita—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 78,395
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) NBC, ABC, DuM; Forjoe; 4/13/54-3/1/55 (granted STA Jan. 20)
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
► KALB-TV (5) Weed
Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 78,000
WBRZ (2) Hollingbery; 1/28/54-4/15/55
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 55,935
► KTAG (25) CBS, ABC, DuM; Young; 37,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 199,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 306,096
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 75,600
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) 2/16/55-Unknown

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104
►WTWO (2) CBS; Venard
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 24,000
Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933
Portland—
►WCSH-TV (6) NBC, DuM; Weed; 150,004
►WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 588,336
►WBAL-TV (11) NBC; Petry; 588,336
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 588,336
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 49,315

MASSACHUSETTS

Adams (Pittsfield)—
►WMGT (19) DuM; Walker; 169,015
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,267,223
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,267,223
Brockton†—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 178,800
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 168,000
►WWLP (61) ABC, NBC; Hollingbery; 168,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 76,212

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 64,920
Detroit—
WBID-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,553,200
WTVS (*56) 7/14/54-Unknown
►WWJ-TV (4) NBC; Hollingbery; 1,466,000
►WXYZ-TV (7) ABC; Blair; 1,469,000
►CKLW-TV (9) 1,238,585. See Windsor, Ont.
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 488,490
WMCN (23) 9/2/54-Unknown
Kalamazoo—
►WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 539,390
Lansing—
►WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
Traverse City†—
►WPBN-TV (7) NBC; Holman; 36,965

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MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 78,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
►KEYD-TV (9) DuM; H-R
►WCCO-TV (4) CBS; Free & Peters; 570,600
►WTCN-TV (11) ABC; Blair; 570,600
Rochester—
►KROC-TV (10) NBC; Meeker; 95,833
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 570,600
►WMIN-TV (11) ABC; Blair; 570,600

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Summer '55
Jackson—
►WJTV (25) CBS, DuM; Katz; 68,404
►WLBT (3) NBC; Hollingbery; 122,765
►WSLI-TV (12) ABC; Weed; 110,000
Meridian†—
WCOC-TV (30) See footnote (c)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800
Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
►KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 115,000
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 145,680
►WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
►KRCG (13) CBS; Hoag-Blair, Blair-Tv
Joplin—
►KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
►KCMO-TV (5) ABC, CBS, DuM; Katz; 475,064
►KMBC-TV (9) CBS; Free & Peters; 475,064
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 475,064
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 125,300
St. Louis—
►KETC (*9) 500,000
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 732,884
►KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►WTVI (54) See Belleville, Ill.
Sedalia†—
►KDRO-TV (6) Pearson; 57,000
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 62,370
►KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
►KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000
Butte†—
KOPR-TV (4) See footnote (c)
►KXLF-TV (6) ABC; No estimate given
Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,000
Missoula†—
►KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 18,000

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown
Kearney (Holdrege)—
►KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 47,538
Lincoln—
►KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 111,006
►KUON-TV (*12) 72,849
Omaha—
►KMTV (3) ABC, CBS, DuM; Petry; 286,000
►WOW-TV (6) NBC, DuM; Blair; 286,000
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

NEVADA

Henderson†—
►KLRJ-TV (2) NBC; Pearson
Las Vegas—
►KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
Reno—
►KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
►WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
►WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
►WRTV (58) 6,000
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
►WATV (13) Petry; 4,290,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
►KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
►KOB-TV (4) NBC; Branham; 53,496
►KGGM-TV (13) CBS; Weed; 53,496
Roswell†—
►KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
►WROW-TV (41) ABC, CBS, DuM; Bolling; 152,000
WTRI (35) See footnote (c)
WTVZ (*17) 7/24/52-Unknown
Binghamton—
►WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 317,290
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
►WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 445,151. See footnote (a).
►WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 170,000

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FOR THE RECORD

► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 447,938. See footnote (a).
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 58,590
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 27,100
Lake Placid †(Plattsburg)—
► WIRI (5) Young
New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 419,000
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 358,300
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 358,300
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke: 157,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 33,000
► WLOS-TV (13) ABC, DuM; Venard; 298,130
Chapel Hill†—
► WUNC-TV (*4)
Charlotte—
► WQMC (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 466,402
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 292,768
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 98,070
New Bern†—
Nathan Frank (13) 2/9/55-Unknown
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440
Washington†—
WITN (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC; DuM; H-R; 84,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,261
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 25,000
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,077,580
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS; Katz; 1,085,000
Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,320
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 71,285
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 313,060
Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Unknown
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,425
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/3/55
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC, DuM; NBC Spot Sls.; 219,744
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,913
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53-Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 58,820
Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 831,303
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC Free & Peters; 1,947,322
Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 475,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Scranton—
►WARM-TV (16) ABC; Hollingbery; 200,000
►WGBI-TV (22) CBS; Blair; 210,000
►WTVU (73) Everett-McKinney; 250,000

Sunbury†—
Sunbury Bcstg. Corp. (38) 2/9/55-Unknown

Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 225,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
►WNET (16) ABC; Raymer; 82,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 127,200

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 153,517
►WUSN-TV (2) NBC; H-R; 138,500

Columbia—
►WCOS-TV (25) ABC, DuM; Headley-Reed; 72,000
►WIS-TV (10) NBC, DuM; Free & Peters; 138,992
►WNOK-TV (67) CBS; Raymer; 75,000

Florence—
►WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340

Greenville—
►WFBC-TV (4) NBC; Weed; 443,850
►WGVL (23) ABC, DuM; H-R; 113,000

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55

Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 127,348
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55 (granted STA Feb. 4)

Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050

Memphis—
►WHBQ-TV (13) CBS; Blair; 336,442
►WMCT (5) ABC, NBC, DuM; Branham; 336,442
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
►WSIX-TV (8) ABC, DuM.; Hollingbery; 230,130
►WSM-TV (4) NBC, DuM; Petry; 208,985

Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz; 224,519

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 42,240

Amarillo—
►KFDA-TV (10) ABC, CBS; H-R; 68,238
►KGNC-TV (4) NBC, DuM; Katz; 68,238

Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 106,876

Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/1/55

Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

Corpus Christi†—
►KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 448,000
►WFAA-TV (8) ABC, NBC, DuM; Petry; 448,000

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
►KROD-TV (4) ABC, CBS, DuM; Branham; 65,878
►KTSM-TV (9) NBC; Hollingbery; 63,868

Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 450,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55

Galveston—
►KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 48,275

Houston—
KNUZ-TV (39) See footnote (c)
►KPRC-TV (2) NBC; Petry; 387,000
►KTRK-TV (13) ABC, DuM; Blair; 387,000
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
►KTVE (32) Forjoe; 40,000

Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 75,164
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 67,878
KFYO-TV (5) Katz; 5/7/53-Unknown

Lufkin†—
KTRE-TV (9) Venard; 11/17/54-7/1/55

Midland—
►KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
►KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
►KENS-TV (5) ABC, CBS, DuM; Free & Peters; 237,255
►WAOI-TV (4) ABC, NBC; Petry; 236,912

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
►KCEN-TV (6) NBC; Hollingbery; 103,144

Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 108,270

Tyler†—
KETX (19) See footnote (c)
►KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294

Waco†—
►KANG-TV (34) CBS, ABC, DuM; Raymer; 48,922
KWTX-TV (10) 12/1/54-4/1/55

Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 47,673

Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 88,430
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
►KTVT (4) NBC; Katz; 167,200
►KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS, NBC; Weed; 113,000

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

Danville†—
WBTM-TV (24) See footnote (c)

Hampton (Norfolk)—
►WVEC-TV (15) NBC, DuM; Avery-Knodel; 131,000

Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570

Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 179,100

Newport News —
►WACH-TV (33) Walker

Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 349,467
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
►WVEC-TV (15) See Hampton

Petersburg†—
WPRG (8) 9/29/54-Unknown

Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 481,193
Richmond Tv Corp. (12) Initial Decision 2/21/55

Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 311,001

WASHINGTON

Bellingham—
►KVOS-TV (12) CBS, DuM; Forjoe; 158,653

Pasco†—
►KEPR-TV (19) 39,500

Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 415,500
►KOMO-TV (4) NBC; Hollingbery; 415,500
►KCTS (*9)
KCTL (20) 4/7/54-Unknown

Spokane—
►KHQ-TV (6) NBC; Katz; 100,410
►KREM-TV (2) ABC; Petry; 95,649
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,553

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

I'M JOE FLOYD . . .

THERE'S NOTHING SMALL ABOUT ME . . .

And that goes for the other boys on my crew at KELO (TV and RADIO) Sioux Falls. We think big, we promise big, we deliver big . . . and we put our weight behind every program and commercial with famous KELO merchandising. Just another reason why the greater Sioux Empire likes to look our way—and buy the products we sell!

AND NOW *INTER-CONNECTED For Even Greater Service to Advertisers*

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.
JOE FLOYD, *President*
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate

Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 415,500
► KTNT-TV (11) CBS, DuM; Weed; 415,500
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 39,500

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 31,180
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 491,728
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Weed
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 304,269
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; Headley-Reed; 3/10/54-4/14/55
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 52,000
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette†— (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) Rosenman; 408,900
► WXIX (19) CBS; CBS Spot Sls.; 393,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 755,691
► WTVW (12) ABC, DuM; Petry
Neenah—
WNAM-TV (42) See footnote (e)
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 52,400

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Wed; 14,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
KFAR-TV (2) ABC, CBS; Weed; 7/1/53-Unknown
► KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
Hawaiian Bcstg. System (9) 1/19/55-Unknown
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 62,000
► KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
Hawaiian Bcstg. System (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
► CHCT-TV (2) CBC; All Canada, Weed; 11,000
Edmonton, Alta.—
► CFRN-TV (3) CBC; Radio Rep., Young; 12,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 316,101
Kingston, Ont.†—
► CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
► CKCO-TV (13) CBC, CBS; Hardy, Weed; 85,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy, Weed; 6,000
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; Stovin, Young; 5,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 16,842
Saskatoon, Sask.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 8,900
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
► CJCB-TV (4) Weed; 8,940
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,238,585
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

FEBRUARY

Feb. 28: BMI Clinic, Tutwiler Hotel, Birmingham, Ala.
Feb. 28: BMI Clinic, Clift Hotel, San Francisco.

MARCH

March 2: BMI Clinic, Ambassador Hotel, Los Angeles.
March 2: BMI Clinic, Dinkler-Plaza Hotel, Atlanta.
March 3: Connecticut Broadcasters Assn. meeting, Hotel Bond, Hartford.
March 4: BMI Clinic, Hotel Santa Rita, Tucson, Ariz.
March 4: BMI Clinic, Columbia Hotel, Columbia, S. C.
March 4-6: Hi-Fi Fair, Hotel Harrington, Washington.
March 7: RAB Clinic, New Orleans.
March 7: BMI Clinic, Washington Duke Hotel, Durham, N. C.
March 7-12: National Tv Servicemen's Week.
March 8: RAB Clinic, Shreveport, La.
March 8: BMI Clinic, Alvarado Hotel, Albuquerque, N. M.
March 9: Advertising Executives Club meeting, Athens Athletic Club, Oakland, Calif.
March 9: RAB Clinic, Dallas, Tex.
March 9: BMI Clinic, Patrick Henry Hotel, Roanoke, Va.
March 10: Deadline, Entries for Payne Communications Awards, U. of Illinois, Urbana, Ill.
March 10: RAB Clinic, San Antonio, Tex.
March 10: BMI Clinic, Hotel Adolphus, Dallas, Tex.
March 10-12: Louisiana Assn. of Broadcasters meeting, New Orleans.
March 11: RAB Clinic, Corpus Christi, Tex.
March 11: BMI Clinic, Roosevelt Hotel, New Orleans.
March 11: BMI Clinic, Stonewall Jackson Hotel, Clarksburg, W. Va.
March 12: Tenth Annual Michigan State College **Radio & Television Conference (one day; for educators), East Lansing, Mich.**
March 12: First Annual Michigan State College **High School Radio & Television Day, East Lansing, Mich.**
March 15: NARTB Regional Meetings Committee, NARTB Hdqrs., Washington.
March 15: Deadline, Entries for George Polk Journalism Scholarship, Long Island U., Brooklyn, New York.
March 16-19; Assn. of National Advertisers, The Homestead, Hot Springs, Va.
March 16: BMI Clinic, Hotel Hayes, Jackson, Mich.
March 16: BMI Clinic, Colonial Hotel, Springfield, Mo.
March 18: BMI Clinic, Blackhawk Hotel, Davenport, Iowa.
March 18: BMI Clinic, Netherland Plaza Hotel, Cincinnati.
March 18-19: Atlanta Advertising Institute, Emory U., Atlanta.
March 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.
March 21: RAB Clinic, Albuquerque, N. M.
March 21: BMI Clinic, Emerson Hotel, Baltimore.
March 21: BMI Clinic, Cornhusker Hotel, Lincoln, Neb.
March 21-23: Canadian Assn. of Radio & Television Broadcasters meeting, Chateau Frontenac Hotel, Quebec City.
March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.
March 22: RAB Clinic, Amarillo, Tex.
March 23: RAB Clinic, Oklahoma City
March 23: BMI Clinic, Leland Hotel, Springfield, Ill.
March 23: BMI Clinic, Hershey Hotel, Hershey, Pa.
March 24: RAB Clinic, Tulsa, Okla.
March 25: RAB Clinic, Little Rock, Ark.
March 25: BMI Clinic, Plankinton Hotel, Milwaukee.
March 28: BMI Clinic, Andrew Jackson Hotel, Nashville, Tenn.
March 30: BMI Clinic, Brown Hotel, Louisville, Ky.

APRIL

April 1: BMI Clinic, Floridian Hotel, Tampa.
April 4: RAB Clinic, Billings, Mont.
April 5: RAB Clinic, Boise, Idaho.
April 6: RAB Clinic, Portland, Ore.
April 7: RAB Clinic, Spokane, Wash.
April 8: RAB Clinic, Seattle, Wash.
April 15: Nebraska Broadcasters Assn., Hotel Madison, Norfolk.
April 15: BMI Clinic, Skirvin Hotel, Oklahoma City.
April 15-16: Spring Technical Conference, Cincinnati section of Institute of Radio Engineers, Engineering Society of Cincinnati Bldg.
April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 17: BMI Clinic, Hotel Lamer, Salina, Kan.
April 18: RAB Clinic, Milwaukee.
April 18: BMI Clinic, Hotel Utica, Utica, N. Y.
April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.
April 19: RAB Clinic, Grand Rapids, Mich.
April 20: CBS Inc. stockholders meeting.
April 20: RAB Clinic, Detroit.
April 20: BMI Clinic, Hotel Somerset, Boston.
April 21: RAB Clinic, Cleveland.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Florida.
April 21-23: Southern California Adv. Agencies Assn., El Mirador Hotel, Palm Springs, Calif.
April 22: BMI Clinic, Bangor House, Bangor, Me.
April 22: RAB Clinic, Cincinnati.
April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.
(RAB Clinics are scheduled through Nov. 18.)

MAY

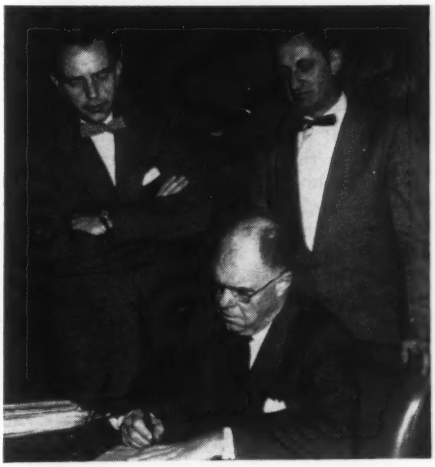
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 22: Radio Pioneers Banquet, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.

JUNE

June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 20-22: National Assn. of Tv and Radio Farm Directors, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.

ON THE DOTTED LINE . . .

WIEBOLDT STORES is starting 20th year with its daily *Your Neighbor* program on WMAQ Chicago, featuring June Marlowe (second from right). On hand as Miss Marlowe (in real life, Myrtle Green, promotion manager for stores) reaches for "20th" are (l to r): James F. Tobin, president of Wieboldt's; Werner Wieboldt, board chairman; Charles Dresser, sales director of WMAQ-WNBQ (TV); Miss Marlowe, and William White, vice president of advertising and production for the stores.



THOMAS T. TAYLOR, president-general manager of Prudential Federal Savings & Loan Assn. of Salt Lake City, contracts with KSL there for the Tuesday and Thursday portions of *Edward R. Murrow With the News*. Witnessing the signing are R. T. Harris (l), president of R. T. Harris Advertising Agency, and Ben Burdett, KSL account executive.

SCHEDULE of spot announcements was negotiated by Louis Milani Foods Inc. on WBBM Chicago as part of CBS Radio's network supermarketing spot plan covering o&o stations. Irwin Tucker (c) of Irwin Tucker & Co., Milani broker, discusses the schedule with William F. Miller (l), until recently WBBM sales manager, and Dan Martin, director of supermarketing for the station. Schedule was placed through Arthur Meyerhoff & Co., L. A.

COMPLETING a 52-week contract for *Your Esso Reporter* on WJAR-TV Providence, R. I., are (l to r): Robert H. Jones, vice president of Marschalk & Pratt advertising agency; Leo D. O'Brien, assistant Providence district manager, Esso Standard Oil; W. L. Rusher, Esso advertising division; Curt A. Peterson, Marschalk & Pratt vice president, signing the pact; Peter James, station manager, and Seymour Horowitz, program director.

CONTRACT to sponsor *People in the News* three days a week for 26 weeks over KFMB-TV San Diego is signed by (l to r) Edward P. Scott, vice president-general manager of City Chevrolet Co.; Dick Bradley, Dick Bradley Adv.; Roy J. Miller, City Chevrolet president, and John Cummings, KFMB-TV salesman.

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editorials

Multiple Rule Goes Out the Window

THE U. S. Court of Appeals has forcibly reminded the FCC that its rule-making powers are not unlimited. In throwing out the multiple ownership rule, restricting station ownership by a single entity, the Court has told the FCC that owning more than an arbitrarily limited number of stations can not automatically deprive an applicant, who is otherwise qualified, of his right to a hearing.

In deciding the Storer case, which was an appeal from the FCC's former multiple ownership rule, when the limit was five tv stations per customer, the Court also threw into jeopardy other rules which impose arbitrary limitations. The "duopoly" rule, prohibiting ownership of more than one station of the same class in a single market would appear to go by the boards. The FCC, however, would not be precluded from denying a "duopoly" application after hearing.

The case is probably the most important decided by the courts since the FCC was sustained on its chain-monopoly regulations in 1943. It is the first time within recollection that this court has instructed the FCC to eliminate specific language from its rules. This language knocks out the former five tv station limitation along with the ludicrous provision which construed even a 1% ownership of voting stock of a corporation as equivalent to "ownership, operation or control" of a station in determining concentration of control.

Elimination of the 1% provision should be a boon to a number of companies. Westinghouse, for example, found itself in a dilemma because certain of its directors had minority holdings in applications for new stations. Scripps-Howard, holding minorities in a couple of newspapers which hold station authorizations, likewise has been curbed in any expansion it contemplated because of the limitation on licenses. CBS sold minority interests (WTOP-AM-TV, WCCO-AM-TV, WAPI, KQV) because of the rule.

The full effect of the unanimous ruling of the court may not be realized for some time. The FCC first must determine whether it will seek, through the Solicitor General, an appeal to the Supreme Court, in which event a stay of the decision would be requested.

There are interesting possibilities, assuming that the appellate court's mandate sticks. The court says the FCC must give an applicant a hearing, since there will be no arbitrary limitation. The FCC, of course, could determine that it would be contrary to public interest for a single network or other entity to own more than five vhf's in major markets, but that would have to be on the basis of testimony adduced at a hearing.

There appears nothing to preclude a multiple owner from increasing his holdings through purchase. Before the FCC could deny such purchase, it would have to hold a hearing. There it would be hard-pressed to deny a transfer since no parties other than seller and buyer would be involved.

The Elephant Forgets

THERE'S nothing more baffling than what goes on in the minds of the politicians. Privately, in this electronic era, they will tell you that television and radio win and lose elections; that tv's coverage of the 1952 political conventions in Chicago did more to change our electioneering processes than anything since the founding of the electoral college.

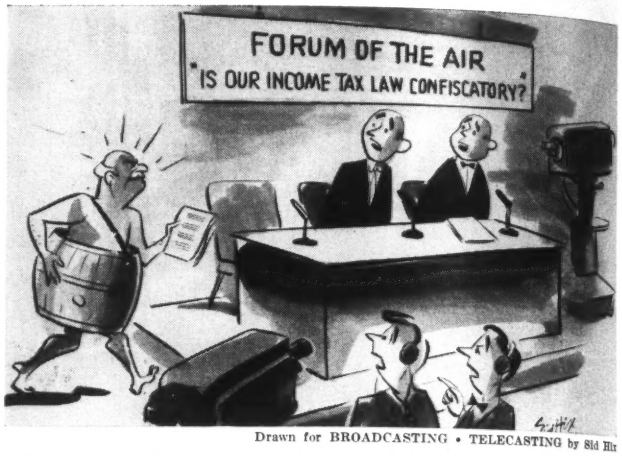
So the Republicans, acting in utter disregard of their own convictions, and of the entreaties of the networks, scheduled their convention in San Francisco for the week of Aug. 20—practically back to back with the Democratic convention in Chicago. An inevitable result will be that neither convention will be covered as well as it was in 1952.

The earliest the Democrats can hold their Chicago sessions is the week of July 23. That means not more than 23 days can elapse before the GOP convention. The networks insist they must have at least four weeks to move equipment, line up control rooms, and arrange for "sidebar" coverage. For color transmission, another several weeks would be required. Knowing all this, the Republican National Committee, for reasons of its own, made its site selection 2,000 miles from Chicago.

Obviously, the Democratic convention, coming first, will get the benefit of more inclusive coverage. Chicago is geared for these conventions. Terminal facilities are there. The time differential can be accommodated. Three of the networks have well-staffed owned-and-operated radio and tv stations in the market, while Mutual and DuMont have the excellent facilities of WGN-AM-TV available.

San Francisco is wonderful. It is the "New York" of the West. No problem is presented for newspaper coverage—a reporter simply carries along his pencil and pad, and Western Union does the rest. But San Francisco doesn't have the terminal equipment, the lines and the lighting to do that full-scale tv job (even without color) unless that gear is carried cross-country.

We suppose that if the Democrats get a better break, there will be an "equal time" howl from the Republicans. It will not be valid. Coverage of political conventions falls in the category of "special events," not partisan political broadcasting by or on behalf of "accredited" candidates for the high office of President. There will be no candidates until they are nominated.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"That's the speaker for the affirmative, I presume?"

Snaring the Baiters

BAIT and switch advertising has been condemned by the NARTB's Radio Standards of Practice Committee in a resolution which, however commendable, is poorly timed.

The resolution was adopted a fortnight ago after a Federal grand jury in Brooklyn had begun a full investigation of bait-switch campaigns on radio and tv and as the New York and New Jersey state governments and the U. S. Congress were considering investigations of their own. A similar resolution, if adopted two or three years ago when public complaints against bait-switch frauds became widespread, would have suggested loftier motives and might even have corrected the situation before governments needed to intercede.

The unhappy truth is that the NARTB's radio code has provided no discernible hindrance to the spread of bait and switch advertising. The association's television code has made a better record, in view of its better enforcement apparatus, including a paid staff.

If the NARTB and its members wish to head off impending investigations, they will have to take more drastic action than merely passing a resolution. They will have to drum chronic offenders out of the club, else the whole membership becomes identified with the practices of a few. Had such action already been taken, there would be no government investigations today.

Shtiggy Boomerang

CURATORS of American exhibitionism will be able to add to flagpole sitting and marathon dancing another endurance contest of equal lunacy now that two disc jockeys in New Orleans have played "Shtiggy Boom" around and around the clock.

For 58 hours they were holed up in WNOE, replaying the same tune with respites only for commercials and news. In a community with fewer stations, they wouldn't survive the first day.

The "Shtiggy Boom" marathon was conceived as a stunt to publicize the station's new all-night schedule. That it succeeded in attracting attention is undeniable. That it did anything to raise the prestige of radio is open to considerable debate.

These are not the times for radio to advertise itself as a juke box with a stuck record.

Sid Hix

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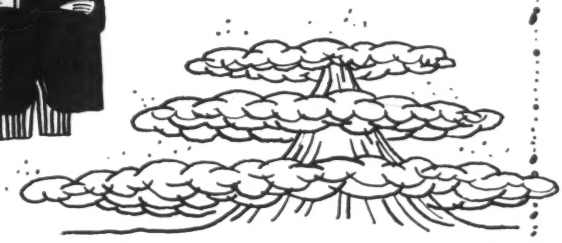
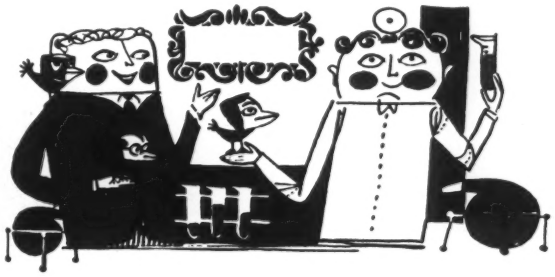
Fly Spots

A Public Service Tale Presented With Becoming (Sic) Modesty, But, Withal, One of The Great Adventure Stories of the Atomic Age



Next to the corn borer, the most unpopular item in Iowa is the Common Fly. With that fact firmly in mind, WMT cottoned immediately to a Plan to Cut Flies Down to Size.

NO FLIES, chemically treated paper birds, was the method suggested. The Common Fly, curious as all get out, would, it was alleged, alight, depart, and die.



We know a thing or two about fly killers ourselves and have seen our share of them in our day, man and boy, so we took this one With A Grain Of Salt. (Ugh.—Ed.) We turned it over to our Testing Department.

"Bruce," we said, "what's on the program tonight?"

"Well, at 8 we got CBS . . ."

"No, no. The *Testing* Department program."

"Huh?"

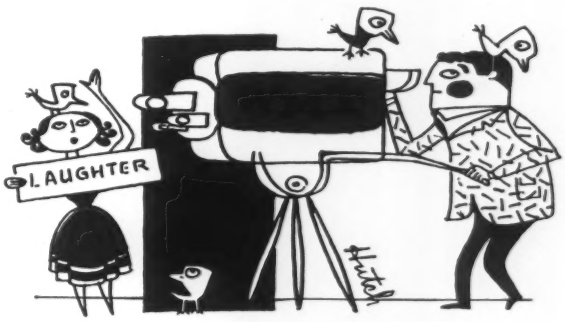
"Remember last week you became head of Testing?"

"Oh, *that*. Yeah."

"Well, test this NO FLIES."

But let Bruce tell you in his own words:

"I tested it all over the station, wherever flies were likely to congregate, and I'm not exaggerating a bit when I tell you we killed three—



this being an unusually sanitary operation."

We ran the fly spots.

We're processing orders for 1,555 packages of NO FLIES at one dollar per. One complaint. Party named Muffett, who kept spiders.

WMT AM & TV

Mail Address: Cedar Rapids

CBS for Eastern Iowa

National Reps: The Katz Agency